PRINTERS' INK

A JOURNAL FOR ADVERTISERS
18 West 81st Street, New York City

VOL. LXXXVI

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NEW YORK, JANUARY 15, 1914

No. 3



THE fine old house of Stephen F. Whitman & Son, Inc., has long been a firm believer in the efficacy of national advertising as a creative business force.

Persistent, year - after - year publicity has made the name "Whitman's" known wherever confectionery is sold.

Producing, as it always has, confections of the first quality, the problem of adequate distribution of strictly fresh goods became a vital factor in the upbuilding of a still greater demand for "Whitman's" Chocolates and Confections.

An idea, purposing the appointment of the leading drug store in every town and city as the exclusive Whitman agency, was carried out. Drug stores all over the United States sought agencies.

Today parcel post and fast express keep these thousands of Whitman agencies constantly supplied with fresh confections, while the consumer demand is steadily increasing through the manufacturer's advertising cooperation.

This is one of the nationally known home industries which it has been our privilege to serve in an advertising way for many years.

N. W. AYER & SON Philadelphia

New York

Boston

Chicago





Lived for 969 years. Genesis V. 21.

METHUSELAH

Outdone Twice Yearly by Clients of Ward & Gow

The aggregate hours worked by a "full run" car card on the systems we control amount to 18,633,393 annually—or 2,127 years during every twelve months.

This means that a car card in every car of our systems actually tells the story of your product to an ever-present audience for a period of time actually exceeding 2000 years, each year.

In contrast to this consider the short life of periodical advertising, concealed between pages, competed with by newsmatter, quickly discarded, and far more expensive than car card advertising.

Remember that car cards are "In Sight, In the Light, Day and Night." They cannot be lost, overlooked, or destroyed. They do not have to be "turned to" or "found," but are directly before the eyes of the reader, and no one card can be obscured by another.

3,393,625 earning, buying, passengers ride daily on the Subway and Elevated lines of New York and the car systems of Brooklyn. This is over Two-Thirds of Greater New York's total traffic and includes all the rapid transit systems which carry the far-riding, time-to-read passengers of the Metropolis. We are sole advertising agents for these lines.

All figures in this advertisement are from the reports of the Public Service Commission and are beyond dispute.

WARD & GOW

50 Union Square

New York

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL LXXXVI NEW YORK, JANUARY 15, 1914

No 3

What to Avoid in Selecting a Trade-Mark

By E. S. Rogers

Of the Chicago Bar. Lecturer at the University of Michigan.

HAVE tried in a previous article in PRINTERS' INK to exticle in PRINTERS' INK to extend the trial tria

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Everyone, however, will, I think, agree that a trade-mark should be attractive and easy to recognize and to recall. The attractiveness helps to sell the first package. The quality of the product plus a ready means of identifying it sells the second and assures the purchaser that the same article which has pleased before is again being bought. Hence, the identity between the second and the first must be assured, and the unmistakable means of giving this assurance are the identifying elements on the package. That these elements may perform their functions it is essential that they be such that they can be recognized after the interval between successive purchases and recalled without serious mental effort. It seems to me, therefore, that this generalization is axiomatic.

It is not difficult to agree on generalizations, but when it comes to specific instances there is always room for differences of opinion. In the present case what is attractive is a matter of taste, and tastes seem to differ widely. What is easy to recognize and recall is, or should be, a matter of experiment, but experiments are not usually made, and in their absence individual opinions vary, just as

they always vary when there is no common basis. The attractiveness of a trade-mark and its capacity for being recognized and recalled are both, in my own opinion, simple problems in experimental psychology and should be so considered and are not matters of haphazard choice, inspiration or accident.

THE LEGAL QUESTION AT THE START

In addition to these problems, which I think are really scientific and not empirical, there are others quite as important and quite as frequently ignored. The first and most important of these is, is the trade-mark one which the law will protect? It may be well at the outset to have clearly in mind exactly what a trade-mark is. The Supreme Court in a number of cases has adopted a definition. "A trade-mark," it has said, "is a word, letter, device or symbol or some combination of these used in connection with an article and either inherently or by association pointing distinctly to the origin or ownership of the article to which it is applied." The word "dis-tinctly" in this definition is not to be overlooked. To be a trademark, the name or device must indicate distinctly the commercial origin of the goods, otherwise, of course, the use by another would not involve a false representation in this respect.

The failure to observe the significance of this word and the importance of this requirement is responsible for a good share of the litigation over trade-marks,

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most of the substitution that is practised and a good share of the piracy that goes on. The ordinary man in buying a piece of real estate has his abstract examined so as to be sure that he will really own what he is paying for. A man who buys a bond wants to know something about the assets by which it is secured. If he buys a share of stock in a corporation, he wants to know something about the company issuing the stock. In short, in the ordinary affairs of life the average business man takes reasonable precautions, but when it comes to adopting a trade-mark, which involves commonly an expenditure of large sums of money, he stakes his reputation and the reputation of his business upon something which he may own and he may not-which may be his exclusive property and which he may have to share with every conscienceless parasite with more covetousness than decency. He ought, therefore, to exercise the same precaution in the adoption of a trademark that he does in the acquisition of any other property and be sure that he can be protected in its exclusive use.

"DON'TS" TO BEAR IN MIND

Recalling again that to be a trade-mark the name or device must indicate distinctly the commercial origin of the article, it is well to bear in mind a few don'ts. When it comes to choosing a trade-mark (1) don't select a personal name; (2) don't select a geographical name; (3) don't select a descriptive name; (4) don't select a deceptive name; (5) don't select an infringing name; (6) don't be commonplace. Bearing in mind that a trade-mark to be such must point distinctly to the origin of the product to which it is affixed with a certain surety it is obvious that names or devices of the character above enumerated lack this quality of distinctiveness.

(1) Don't select a personal name. While it would seem, as a matter of first impression, that a man's own name is about as distinctive a thing as it is possible to use to indicate that the mer-

chandise to which it is affixed emanates from him, a little reflection will demonstrate that this is not so. It may be true enough that among John Smith's own circle of friends or in a larger way in the town or village in which he lives, the name "John Smith's Razors" means a particular article made or sold by a particular individual, but over a greater area the name John Smith's Razors means a razor made by a man named John Smith, and John Smiths are legion, and every one of them has the right to use his own name in his own business, and the fact that there may be another John Smith, who has previously acquired a reputation under that name in the same business, is no reason for denving the natural right of the second to use his own name. He has that right, It cannot be taken from him. He has, in the absence of actual fraud, contract or estoppel, as good a right to use his name as anyone else of the same name.

DANGERS THAT THREATEN NAME-MARK

The mere fact that the illustration here given is of a name which is generally accepted as the conversational equivalent of the legal John Doe makes no difference. Even the most uncommon names are borne by more than one. There have been late-arriving men of the name of Anargyros and Melachrino in the cigarette business, spurious Pillsburys in the flour business, personally real though commercially deceptive Fownes in the glove business. The Rogers who have been minded to go into the silver-plate business are legion, Tussauds in waxworks, and so on down the line. The adoption of a personal name as a trade-mark is an invitation to everyone who may bear that name to embark in a similar line of business as soon as it is commercially worth his while, and thus to divert to himself a portion of the original trader's customers and trade. However pleasing it may be to see one's own name placarded in advertisements and used on packages, legally it is a mistake to let vanity or any other

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An Announcement

It has been decided to advance the date of closing the form of The Butterick Trio from the 5th of the second month preceding date of issue to the 25th of the third month preceding date of issue.

This will give us increased opportunity of serving the best interests of advertisers and subscribers.

This change will begin with the April issue, the form for which will therefore close January 25th

Rate cards covering this change will reach you shortly.

The Butterick Trio

James A. Townsend, Western Adv. Mgr., 1st National Bank Building, Chicago, Ill. W. C. McMillan, Eastern Adv. Mgr., Butterick Building, New York. consideration stand in the way of protection. While the courts have stopped and will doubtless continue to stop piracy by means of the deceptive use of personal names, the relief accorded is never complete and the infringer always gets away with some of the loot.

(2) Don't select a geographical ime. Geographical names are name. naturally less distinctive and specific than personal names. A geographical name indicates a place. Other people are at liberty to establish businesses in the same place and no one can take away from them the right to use the name of that place to inform the public that they are doing business there. The Elgin and Waltham watch companies have been in litigation for years over attempts by other people to pirate their reputations by the use of the name of the towns made famous by the excellence of their product. Geographical names lack the essential element of distinctiveness. They cannot point unmistakably to a single producer. "Chicago Beef" means beef that comes from Chicago. "Minne-apolis Flour" means flour that comes from Minneapolis. Anyone has the right to go into the pack-ing business in Chicago and has the right to tell the public where his business is located. To recur for a moment to the watch situa-tion—the word "Waltham" on a watch in its primary sense means that it comes from the town of that name. It is true that in a secondary sense it indicates the product of the Waltham Watch Company. The courts have held that anyone has the right to go to Waltham and establish watch works there, and, having that right, has the further right to use the name Waltham in a primary sense, but may be required to couple with that word such announcements as will prevent misapprehension as to the commercial origin of the product. The relief is not absolute in such cases, but the courts strive to harmonize as well as they can the rights of the second comer to the town to use the name of that town to indicate where his business is located with

the right of the first user to the good will he has established and the right of the public to know whose goods they are buying.

(3) Don't select a descriptine name. A descriptive name is less distinctive even than a geographical or personal name. Cotton cloth means cloth made out of cotton. Leather boots mean boots made out of leather. These words cannot from their very nature indicate distinctly the source of origin of the article with any particular producer. This would seem to be so evident that discussion of it is not necessary, but when one sees the advertising pages of magazines and the billboards plastered with names which are descriptive or only thinly disguised descriptions, with idiotic attempts made to cover their descriptiveness my misspelling, it makes one feel that almost anything in foolishness is possible. Misspelling does not help at all.

SUPREME COURT'S VIEW OF MIS-SPELLING

The Supreme Court of the United States, usually a very dignified body, took occasion to remark in a recent case where it was contended that indulging in orthographic eccentricities made a good trade-mark out of a descriptive word: "Bad orthography has not yet become so rare or easily detected as to make a word the arbitrary sign of something else than its conventional meaning." Descriptive words are not protected as trade-marks for the excellent reason that to give to one producer the exclusive right to such a word would prevent others from accurately describing their own goods. Some latitude is al-Words which are suglowed. gestive merely are not proscribed, and the descriptiveness must be so obvious that its monopolizing by one trader would handicap others in the use of the language. The rule against descriptiveness is not so broad as to include all descriptive words, however applied—it applies only to words when used in a descriptive sense -Gold Dust and Ivory are descriptive words, but not when applied to washing powder or soap. It is better to err on the side of non-descriptiveness than the reverse—unless one fancies the expensive luxury of forensic disputations or is a thorough sportsman and likes to give lawyers and infringers a chance to make a liv-

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(4) Don't select a deceptive name. Since a trade-mark must indicate distinctly the true ownership or origin of the goods, it is clear that where a false ownership or origin is indicated, the mark is not a trade-mark. This has been held with respect to the use of fictitious, foreign-sounding names on domestic products, contrived to simulate foreign articles. It was a common practice not many years ago for cigarette makers to use fancy packages giving the name of imaginary Russians, Turks and Egyptians as makers. These were uniformly held not to be trade-marks. A distinguished English judge remarked in a case where it was sought to protect an English cigarette dealer masquerading as a Turk: "In my judgment where a person uses a word and represents that word to be applicable to the product of a manufacturer or manufacturers other than himself so as to produce the belief that the goods are the manufacture of that third person or persons, he cannot say that the word is distinctive of his own manufacture." In short, a man cannot adopt a mark which has a distinct meaning inconsistent with origin of the product with him and assert that it means his production and nothing else. It not infrequently happens that a man in his effort to avoid descriptiveness blunders into a falsehood. The Keeley Institute, to get away from the rule against descriptive names, contended that the words "Double Chloride of Gold" were fanciful. The court denied relief on the ground of misrepresentation. False marks are objectionable under the well-recognized rule that any mark, device or label which is so constructed as to express or imply a representation which is false is not protectible.

(5) Don't select an infringing name. Even if the owner of the mark which is infringed does not object, the person selecting such a name is unable to protect it against assaults directed at himself. Several years ago a lithographer produced a cigar label called Henry Lee. A competitor got out another Henry Lee label, which was obviously an imitation of the first, and the first lithographer sued on the ground that his rights were being infringed. Relief was denied, the court concluding its opinion thus: "There is a third reason why this motion should not be granted. A comparison of plaintiff's label with that used on the brand of cigars known as the Henry Clay cigar will make it plain that plaintiff's label is as close an imitation of the Henry Clay label as the defendant's is of the plaintiff's." is not only unprofitable, but embarrassing to sue an infringer and have the infringer demonstrate that you are one yourself. should not be forgotten that infringement is not necessarily a matter of wilful appropriation of another's trade-mark. Lack of intent to take or even want of knowledge of the existence of the earlier mark is no defense to an action for infringement. fore, to be sure that one is not an infringer, the most careful preliminary survey of the market should be made to see what trademarks are in use. No amount of caution in this respect is time wasted, because it is a serious thing, after spending thousands of dollars in getting a trade-mark established, to find that someone else has an equal or a better right to it.

NEED OF WIDE SEARCH

Private registration bureaus, the files of the Patent Office, trade directories, prices current and the like should all be investigated. No source which may possibly yield information should be ignored. I have known of repeated instances where the lack of such preliminary investigation has been serious. I recall one case where an extensive advertising campaign for a newly

devised brand of tobacco was well under way. A man appeared who claimed to have been using the same trade-mark for several years. An investigation confirmed his statement. It was too late to stop the advertising and get another name, so a sum was paid as a consideration for an abandonment of the brand in favor of the advertiser. This obstacle out of the way it was hoped that all would be plain sailing. It was a rude disappointment when an obscure manufacturer started a suit in the Federal Court for an injunction, claiming to have been using the trade-mark for upwards of ten

years.

An investigation showed some suspicious circumstances, there was no doubt that he had previously used the mark. The court declined to grant a preliminary injunction and the case was ultimately dismissed by the com-plainant. The trade-mark was one of many casually used by him, of no value, except for predatory purposes. He at once began to put out enormous quantities of goods under the brand, which, of course, were readily salable on account of the advertising campaign just referred to. He offered to sell out, but at an absurd figure. Rather than submit to this exacchanged his trade-mark. There kept on using it, his advertising would sell as many pounds of tobacco for the parasite as for himself. This unfortunate experience cost upward of a hundred thousand dollars. A careful search beforehand would probably have prevented it.

(6) Don't be commonplace. The don'ts just discussed ought to commend themselves as sound to the average business man about to adopt a trade-mark, and whether they do or not, they are the law, which he is presumed to know and which he violates at his peril. This particular phase of trade-mark making, however, the avoidance of the commonplace, is important and is not understood, which is probably due to the inherent peculiarities of human na-

ture. A man with the best intentions in the world setting out to get up a label or brand of his own unconsciously imitates other successful brands, and he will do it unless he is consciously, honestly and strenuously trying not to do it.

I have repeatedly had to examine and cross-examine label makers in lawsuits. One will go on the stand and testify that he got up a certain label. When asked how he did it, he will usually say, "Mr. So and So came to me and said he wanted a label for soap. Then I went to a drug store and I got a lot of cakes of soap to see what kind of labels they put on soap. Of course, I didn't imitate any of them. I made mine as different as possi-The best way of having one thing conspicuously unlike another is not to know what the other thing looks like. Perhans the label maker didn't imitate any particular label, but the very fact that he went out and got these other labels and set them up before him resulted in his getting up for Mr. So and So a label which was a composite of other successful brands, with no character of its own. This is such a common thing that it seems to me that it must almost be universal. If a baker wants a cracker label. he goes out and gets a lot of other cracker labels and looks them over. If a man wants a patent-medicine label, he sends out and gets a lot of other patentmedicine labels of the class to which his belongs, and consciously or unconsciously draws from them. This ought not to be done. In the first place, it is highly important as a practical business question to have as much character and distinctiveness about a label as possible, and when other labels are used as a basis or even a suggestion this is impossible. I am not referring here to the conscious imitator, but the unconscious follower. The conscious imitator knows perfectly well what he is up to. I have in mind the honest man who is either too lazy intellectually or too timid or too short-sighted to strike out

It is important to for himself. be as original and distinctive as possible, because then every bit of reputation and value the trademark may ever represent adheres to it, and, too, if you expect the public to identify your product as yours, it is only fair to give them an unmistakable means of doing it. There is another side of the question, which is equally important, and that is this: The courts do not protect a trader in the use of things which are common to the trade, because being common to the trade they cannot indicate commercial origin with any one producer.

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HOW TO RETAIN ALL YOUR GOOD WILL

Now, as a practical question it is just as easy to be distinctive as not to be. It is easy to avoid geographical, descriptive and personal names. It is no harder to advertise and popularize a name or package that is in all respects entirely characteristic than it is to popularize the descriptive, the personal, the geographical or the conventional, and the result is that when a legally protectible name and package are at last established, the good will is not jeopardized, but belongs to the true owner and does not have to be shared with a swarm of parasites. The name, being arbitrary as applied to the particular goods, no one else has any excuse for using it in any The package, way whatsoever. being distinctive and not conventional or common to the trade, there is no reason why anyone else should use any part of it, and there being no reason for either of these things, the courts naturally assume, and the law presumes, that if they are used by others, the purpose is fraudulent and the result deceptive, and adeand complete relief is granted.

One thing ought never to be lost sight of in the selection of a trade-mark. Is it legally protectible? After a fortune has been spent on it, can it be imitated with impunity?

It seems to me that the proper view to take of advertising expenditure is that it is an investment. It is the purchase price of the most valuable of all commercial property, a business good This good will is symbolized ne trade-mark. This is the will. by the trade-mark. permanent principle. Its value depends upon its exclusiveness. The safety of the principle is of the greatest importance. If it can be maintained as the exclusive property of the person who created it, and whose money and enterprise gave it value, the investment has been a good one. If, however, he must involuntarily share it with anyone who may covet it, the money it cost is wasted.

Paul E. Faust Leaves Lord & Thomas

Paul E. Faust, vice-president and director of Lord & Thomas, Chicago, has resigned to form a partnership with the Mallory & Mitchell agency of Chicago. The new advertising company will be known as the Mallory, Mitchell & Faust Company with officers as follows: H. H. Mallory, president; E. I. Mitchell, treasurer, and Paul E Faust, secretary.

During the nine years Mr. Faust has been with Lord & Thomas he has established a reputation as an expert in merchandising advertising service. Mr. Faust entered on his new responsibili-

Faust entered on his new responsibili-ties Monday, January 12.

Leaves Corbin to Go with Hendee

Clarence A. Earl, vice-president and general manager of the Corbin Screw Corporation, New Britain, Conn., has resigned to become second vice-president and assistant general manager of the Hendee Manufacturing Company, which makes Indian Motocycles, Springfield, Mass.

P. V. Bunn Goes to Simmons Hardware Co.

Paul V. Bunn, formerly manager of Wanamaker's mail-order department, and recently assistant general manager of the Home Pattern Company, has joined the organization of the Simmons Hardware Company and is located in St. Louis.

F. J. Lynch with Nordhem Company

F. J. Lynch, for four years with Street Railways Advertising Company, has joined the Ivan B. Nordhem Com-pany, of Pittsburgh. Mr. Lynch will have charge of the Chicago branch, which the Nordhem Company has just

Good Letters That Feature One Idea

Fidelity to One Line of Thought and How It Has Brought Business-Specimens of Letters Written after This Fashion - The Short Epigrammatic Letter Is Resultful if Prepared Wisely

By a Successful Form Letter-Writer

N writing business letters, first get the central idea about which all the other thoughts are to revolve. One idea to a letter is enough. If you bring too many points into a letter, you confuse the reader, and he has as much interest in you as the office boy has in Henry James. John Gals-worthy says, "For what is style in its true and broadest sense save fidelity to idea and mood, and perfect balance in the clothing of them?"

The admirable thing about the much-advertised picture, "A September Morn," is its fidelity to the idea. The central figure, the shivering girl in the September water and air, is unforgettable. The artist made an indelible impression, and everyone who sees the little picture remembers the girl with the greatest distinctness. And it was this quality that got the picture into fame. Thousands the picture into fame. Thousands of nudes are painted and exhibited every year, but they do not create sensation, because the figures are lost in a maze of foliage, drapery and other properties.

If I could write a form-letter as faithful to the central idea as that little picture, "A September Morn," I would consider myself a great artist in my line. Fidelity to the idea is the keynote of efficient business correspondence. Put over one point at a time. Select a single text for a letter and preach on it with all the wealth of

argument you possess.

I always try to bring into a letter some unusual fact in connection with the product, some one thought that may never have occurred to the prospect, and if it has, is lost in the passage of time and events.

Here is a circular letter on shoes, which I wrote for a Cleveland retail shoe concern. aim of this letter is to call to mind a fact that nearly everyone knows.

a fact that nearly everyone knows.

As a business man, foot comfort is an item about which you may justly be very particular. So is quality, because quality is comfort to your artisticature and your economic sense.

The store that can supply you these two desirable things in one pair of shoes is a rare and unique institution. Yet we claim with assurance that we can do this for you.

Very little foot irritation is required to submerge an otherwise OKay man in a sea of inefficiency. Often when ideas simply will not come and you feel lost and undone, it is your shoes that are at fault. Thus one end of the santomy affects the other.

The human foot is a delicate mechanism. The Ground Gripper Shoe expenses to its action. Ground Gripper Shoes sustain, conserve, and develop energy. Many men who wear Ground Gripper Shoes look upon them not as a routine expense, but an investment. Gripper Shoes look upon them not as a routine expense, but an investment. Ground Gripper Shoes add to earning power and happiness and save wear and

power and hanniness and save wear and tear on the vocabulary. And with all these virtues they are good to look at. Come in and investigate the Ground Gripper Shoe as a business proposition. Our store system will enable you to discover just what type of shoe you need. It is headwork that makes fool-work of benefit to you.

Good wishes.

The fact that foot-freedom is an asset is the one idea which would give this letter a serious reading on the part of a busy man. Nothing is said about the construction of the shoe itself. foot alone is considered. The letter is now in use and it is bringing men to a new branch of the company's stores.

Here follows a letter which was sent to guests of an Eastern hotel, when the restaurant business was a little below the line of normal growth. It has one idea. It puts part of the responsibility on the It brought the business back to where it belongs. Seyenty-five per cent of the guests responded within a week:

DEAR MR. BLANK:
When James Oliver, that sturdy old
Scotch plow-maker, built the Oliver Hotel at South Bend, someone asked him
where he expected to get his guests.
Mr. Oliver answered, "From the world,
of course."

of course."

We have a café here in the T—
which for quiet elegance, superior service, quality of food, and moderate prises
has no equal in this city, and some say, in America.

We ought to get our café patrons from the world. I presume, but it is a remarkable fact that we do not get all we deserve out of the T— itself.

Will you give us as much of your patronage as possible, so as to cooperate with me in further development of all phases of the T— service?

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One of the very important advantages of letters of one idea is the fact that you are able, in a letter of this type, to hang your argument on to the other fellow's idea and construct a complete letter without much wear and tear on your own mental motors.

I once read an advertisement, published in PRINTERS' INK, by one of the outdoor display concerns, which played on the fact that Jonah and the Whale are inseparable in the human mind. I said, "Here is an opportunity to profit by the advertisements, as well as the text of the Little Schoolmaster." So I made up a letter for a sign company on this Jonah idea. Noah understudied Jonah. The only excuse for this adaptation is that we all build on the past, and what has gone before makes the present achievements possible. Here, then, is the letter which came out of another's idea. The letter brings satisfactory results in that it occasionally brings a reply from an unresponsive case.

The names that live are those which are well advertised—fixed in the minds of the people in connection with some event, action, or product. Noah takes a place in history only as the master of the Ark. Welsbach means Gas Mantles. Stetson suggests Hats. Steinway sounds like Piano.

There is no better way to link up

sounds like Piano.

There is no better way to link up your name with your product than by using the F.— Electric Sign. Your name and the name of your product flashed across the mental skyline, night and day, will make an unforgettable impression. The man who is remembered in the right way is the successful man. We have not received your order for

m the right way is the successivi main. We have not received your order for an F— Electric Sign. If you will give us your reason for not making this profitable publicity investment, we will endeavor to answer it to your satisfaction. May we hear from you?

The adaptation process in the one-idea letter need not be confined to the ideas of other advertisers, by any means. Often in the day's news, in a novel, or a book of essays, you will find an allusion which will serve in the

construction of a one-idea letter. If a letter accomplishes one thing it is doing good service. It is the idea of the general agent for a well-known insurance company that letters to his prospects should do no more than pave the way for the agent. He does not believe that his letters should attempt to sell insurance, but simply make it easier for the agent to deal with the prospect by giving the agent advance prestige. following letter, built on the general agent's idea, is utilized successfully. The agents report that their reception is more cordial, which saves the time usually lost in "breaking the ice." As the new

vantage is obvious.

Vantage 1s obvious.

Dear Mr. Prospect:

When you want something done right, you send for the man who knows all about it. When a man approaches you on the subject of life insurance, he immediately becomes your employee, because he is advising you on a subject that is very near to your best interests. He assumes the functions of an adviser. You wouldn't employ a doctor or a lawyer who did not know his business. You ought not to listen to a life insurance agent who does not know his business in every detail.

Here in the district office of this insurance company we maintain a school

agent generally finds the approach

harder than the argument, the ad-

Here in the district office of this insurance company we maintain a school that imparts correct information to our agents in every phase of life insurance. We impress our field men with the fact that handling life insurance is a serious responsibility and must be wisely done.

Mr. Blank, who has been appointed our representative in your town, has had expert training in our school. Mr. Blank can inform you, as well as any life insurance man I know of, regarding what form of insurnace is best for you. He will call on you in the near future.

I enclose a booklet, which will supply you with some advance information regarding the sterling merits of the B— Life Insurance Company. Look for the B— s advertisements in your weekly paper. They will give you a new light on the subject of life insurance.

One obvious advantage of the letter of one idea is the fact that it is apt to be brief, and brevity is one of the cardinal virtues of good letters. I believe in telling the whole story, but a letter, as well as an individual, can be a chair-warmer and bore you out of the buying mood.

I have kept a detailed record of results from form letters, and I have discovered that in soliciting intelligent people the short, epi-grammatic letter makes the best impression and gets the business. The time to get out of a man's office is when you are through with the conversation, and the busier the man the more apt this

is to be true.

Letters, intended to sell goods, should take into consideration the man and the occasion, just as a salesman bears these two important factors in mind when calling on customers. Economy of words is a thing to learn, as well as the use of words. The shortest, ef-fective letter I have known about is the following to a budding playwright, from Charles Dillingham, the theatrical producer:

MY DEAR SIR: I have read your play. Oh, my dear

CHARLES DILLINGHAM.

The letter of one idea, however, has an exacting requirement. The shorter the letter, the more care must be expended on it, because, like a flaw in the diamond, the mistake in the short letter nullifies its value. You can make a number of errors of diction and logic in a long letter, which will be lost in the volume of matter, but in a short letter they are tremendously conspicuous. To publish the business correspondence of some executives would be to ruin their careers by exhibiting them to the world as indifferent, inconsiderate and reckless business men. I know a man who will toil for hours over an advertisement and then send out letters that lose more business for the house than the advertisement can possibly produce.

Energy, time and thought should be expended lavishly on letters. When you find some one in your house endowed with the faculty of writing letters that have the elements of charm and sincerity and style, it would be well to make all important correspondence and form letters that man's responsi-

bility.

My argument for the letter of one idea is born of the fact that out of one hundred and fifty form letters which I prepared for one concern, the brief, epigrammatic letters of one idea brought enough business to warrant the discontinuance of the long, complicated letters early in the programme.

I have reached the conclusion that the follow-up letter often brings greater returns than the first letter, not because it is a follow-up, but because it is usually shorter and is centered on one

Memphis Ad Men's Activities

The Memphis Advertisers' Club has been taking an active interest in educa-tional work lately. During the past three weeks the club has listened to addresses by three speakers from outside

the fold.

Prof. Walter Dill Scott, of North western University, was one of the speakers. He traced the history of ad-vertising down from the days of speakers. He traced the history of advertising down from the days of Barnum, through the period of his patent medicine copy and fake financial advertising, to the present day, and spoke of the good work done by the actube in cleaning up and the work that remains to be done. George "Advertising" Simms, head of the Massengale Advertising Agency, favored the club with an instructive and entertaining address. He was asked to

entertaining address. He was asked to tell "What an Advertising Agency Is," and, considering that he was only given twenty minutes in which to talk, it was agreed that he covered the subject

agreed that he covered the subject mighty well.

The other speaker was W. M. Pope, editor of Memphis Commission Government, the monthly magazine published by the city of Memphis. He told of the ideals of the publication, the methods being employed for its advancement and, through it, the advancement of Memphis and its growth. At the conclusion of the address Mr. Pope was elected an honorary member of the club. The programme for the new year has

not been announced as yet. The educa-tional, vigilance and entertainment committees are working on it.

Dayton Ad Club's New Officers

Officers of the Dayton Ad Club for Omeers of the Dayton An Crib is 1914 who were recently elected are: President, Robert W. Sullivan, of the Lowe Brothers Company; vice-president, V. C. Wene, of the Johnston-Shelton Company; secretary, I. J. Hines, of the Apple Electric Company; treasurer, E. C. Trauth, of the Kling Lithographing Company. Company.

Outdoor Men Will Meet in New Orleans

The Outdoor Advertising Association the United States and Canada will hold its fifth annual convention at the Hotel Gruenewald, New Orleans, La.



The Weight of Evidence

The four following pages contain it

PUBLIC LEDGER

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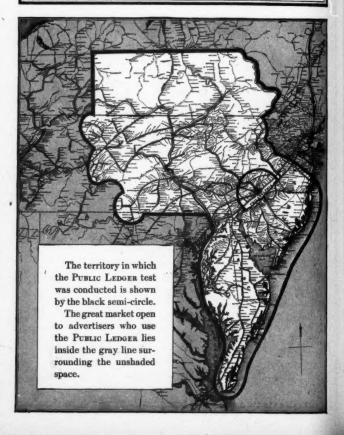
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The Great Market covered by the PUBLIC LEDGER



70% of the Automobile Owners in Philadelphia read the Public Ledger

Philadelphia is the sales-center of a vast territory. On March 31st, 1913, there were, according to the license bureau, 58,261 owners of automobiles in the territory covered by the Public Ledger, as follows:

44,254 in the Public Ledger territory in Pennsylvania.

10,428 in the Public Ledger territory in New Jersey.

1,791 in the Public Ledger territory in Delaware.

1,788 in the Public Ledger territory in Maryland.

These 58,261 automobiles cost approximately one hundred million dollars.

They require tires each year costing approximately fourteen million dollars.

They use lubricating oils each year costing approximately one million four hundred thousand dollars.

The Public Ledger has just finished an exhaustive analysis of conditions in Philadelphia that is of vital value to every advertiser who wishes to cover this important field, and proves that of all the automobile owners in Pennsylvania within sixteen miles of the Philadelphia City Hall:

70% read the PUBLIC LEDGER.

- 29% read Philadelphia morning newspaper No. 2.
- 28% read Philadelphia morning newspaper No. 3.
- 25% read Philadelphia morning newspaper No. 4.
- 20% read Philadelphia morning newspaper No. 5.
- 45% read Philadelphia evening newspaper No. 1. 18% read Philadelphia evening newspaper No. 2.
- 5% read Philadelphia evening newspaper No. 3.

What a dollar is worth, spent in this field, to reach this class of buyers.

The dollar spent for space in a newspaper, which will carry the trade story into the homes of the highest possible percentage of this class of readers, buys a full dollar's worth of publicity.

One dollar spent in the Public Ledger is, therefore, worth One dollar spent in morning newspaper, No. 2, is worth 41 cents One dollar spent in morning newspaper, No. 3, is worth 40 cents One dollar spent in morning newspaper, No. 4, is worth 36 cents One dollar spent in morning newspaper, No. 5, is worth 281/2 cents One dollar spent in evening newspaper, No. 1, is worth 65 cents One dollar spent in evening newspaper, No. 2, is worth One dollar spent in evening newspaper, No. 3, is worth 7 cents

This analysis of field conditions is as thorough as painstaking and intelligent effort can produce. Theorizing was eliminated, the Public Ledger communicated direct with the men who own and operate automobiles, who buy and use tires and lubricants, and great care was observed to avoid error in the assembling of computations, tabulations and totals.

Among other interesting facts revealed by the Public Ledger Testare these-

The number of automobiles of each make being operated in and near Philadelphia.

Each tire manufacturer's sales-percentage of the total yearly consumption of tires in this tested field.

Each brand of oil's sales-percentage of the total consumption of oils in this field.

A big twenty-page book giving the analysis in documentary form will be mailed to any advertiser making the request.

The information given is not subject to favorable construction or disingenuous perversion—it consists of facts digested from the original documents which are on file in the office of the Public Ledger and may be consulted by any interested person.

PUBLIC LEDGER COMPANY

2090

General Manager

Independence Square Philadelphia

Harmless Exaggeration Loses "Shaker Salt" Case

Court Refuses to Grant Injunction in Unfair Competition Suit because of Misstatements in Copy -Calls Defense "Pharasaical, but Upholds It-Extracts from the Court's Opinion

JUST how important it is to restrain the enthusiasm of the copy-writer when it tends to outstrip the facts was never better illustrated than in the case of the Diamond Crystal Salt Co., vs. Worcester Salt Co., which was concluded in the United States District Court at New York, December 12. The suit was brought by the Diamond Crystal Co., to enjoin the Worcester Co., from the use of the words "Shaker Salt," and from the use of a red carton to hold its salt. Judge Hand up-held the contentions of the plain-tiff, but refused relief, because of certain statements in the plaintiff's advertising which, though not particularly harmful, were still misleading. It was brought out in testimony at the hearing of the case, that all table salt in common use contains a percentage of gypsum, varying from as high as 2 per cent in some brands of salt to as low as 0.3 per cent in the plaintiff's brand which claimed to be the purest salt on This, the market. This, naturally enough, became one of the chief talking points in the advertising, and the copy emphasized the dangers arising from gypsum in salt, and the fact that the Diamond Company's salt contained least gypsum of any. Experts were put upon the stand to testify as to the effects of gypsum upon the human system, with the result that Judge Hand in his opinion, stated: "As a matter of expert opinion I believe that Dr. Chandler is probably right when he says that the whole outcry about the dangers arising from gypsum is nonsense. The worst table salt apparently has no more than two per cent, and the amount one gets into one's system with the salt one eats is very trifling indeed.

People have become morbid about the danger from food and imagine dreadful calamities in all sorts of harmless things; the plaintiff which had, in fact, the purest salt on the market, exploited this fear to the utmost."

It is important, in order to do justice to the Diamond Crystal Salt Co. to get that fact firmly in mind at the start, and to appreciate the fact that the misrepresentation it is charged with is entirely harmless, and was undoubtedly due to the common human tendency to exaggerate. It is equally important to observe that the harmlessness of the exaggeration did not induce the court to overlook it. Of course the plaintiff relied upon its extensive advertising to prove its title to the name "Shaker Salt" and to the red carton. It was so far successful that Judge Hand said:

THE JUDGE'S VIEWS

"Upon the issue of secondary meaning complainant's proof is overwhelming. All the wholesale or retail grocers called in the case, except Dusenberry, testified that they understood the phrase Shaker Salt to mean the com-

plainant's salt. . .

"I believe that the defendant is now deliberately attempting to pirate the complainant's trade, and I suspect that the change in 1907 to the two-pound red carton was a part of that effort, but of that I cannot be sure. However, that may be until they used the word 'Shaker' the plaintiff did not object and I take that as some evidence, though of course not conclusive, that they did not think there was any danger of confusion between the two make-ups. Red is a common enough color and there have been at least two other red cartons of that size for salt for table use and more than two four-pound cartons. color was very convenient in conjunction with the word 'Shaker,' because people who are used to the 'Shaker' make-up, might be put on their guard, if 'Shaker Salt' came in another color, but without the word 'Shaker' I do not think they would confuse the two."

But unfortunately, in this very advertising upon which the company based its case, were statements regarding gypsum to which Judge Hand referred as follows:

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VO."

There are scattered all through this huge mass of advertisements, a good many statements, which as it seems to me, no amount of kindly interpretation can justify or even palliate; I have noted a good many of them on the margin."

1. "Shaker Salt is the only table salt that doesn't contain a percentage of

that ductar growth as the control of the control of

4. "Every other table salt in existence contains a percentage of grysum."

5. "No gypsum in it."

6. After saying that the salt is 99.7 per cent pure: "This dread impurity is entirely eliminated," etc. (the. 3 per cent is certainly here stated by inference not to be gypsum).

7. "Our own process is the process that removes all gypsum."

8. "Every particle of gypsum."

9. "Our process is the only one which absolutely removes them."

10. "Shaker Salt is made absolutely pure."

11. "Entirely removes these im-

"There is no reason at all to think that the gypsum in the plaintiff's salt will not act just as that in the defendant's, for instance; and while the result will probably be quantitative to the amount of gypsum taken, no one has suggested that the difference in quantity rose to a difference in kind. Of course, if the gypsum in plaintiff's salt were only a trace, or if the amount in other salts were substantial, the matter would be a trifle, but neither fact is true. The plaintiff has onethird as much as the defendant, which makes the next purest salt, and more than one-fifth as much as the U. S. standard permits. A true statement of the facts would have been: 'We make the purest salt on the market, that which contains the least gypsum of any. Gypsum is a very dangerous substance, causing disease, and by eating our salt you expose yourself much less than by eating any other. The difference is so great that we have only one-third as much as our next best competi-Now this would have been a very different impression on the reader, much less effective, perhaps not effective at all, but whether effective or not, the most that truth would allow.

The false impression conveyed by the actual advertisements was not a mere matter of puffing at all; it did not consist of exaggerated opinions as to the excellence of the salt. I have allowed for exaggerated opinions in the claims about the extent of the damage done by gypsum. The untruth concerns the existence of gypsum in the plaintiff's salt in quantities in some sense commensurable with that found in other salts. That is not a question of opinion, but one which the plaintiff knew.

COURT'S DISCUSSION OF ADVERTISING

"A trade like this is very largely the result of advertising; the plaintiff especially insists upon it and the diagrams showing the growth of the business show it. Enormous sums are spent and readers are assailed again and again by millions of appeals. Finally, by the mere psychology of suggestion purchasers come automatically. Of course, makes no difference whether such a 'campaign,' with all its affected bustle of enterprise, has the least relation to genuine efficiency of distribution, or whether it has any other social value; the law allows it, and will protect the result. It does make a difference whether any substantial part of the appeal is false in fact; if so, the law will not protect the result. Nor indeed, will the law try to unravel the good from the bad or to say how far the bad shall vitiate the whole. A trader takes his own risk of that, when he interweaves the false with the true in order to sell his wares.

"Mr. Cox urges that the rule has been a little relaxed in Jacobs vs. Beecham, supra, and that the tendency is away from it. I agree that the defense is looked on with

small favor and is Pharasaical at Nobody ought to search painfully for small deceits in order to let one man steal another's trade, but I can see no reason in law or in morals for protecting a trade itself built up in flat misrepresentation of fact, whether that arise from the exuberant imagination of an un-ehecked advertising agent, or the deliberate machinations of an unscrupulous trader. So far as I know, there has been no change in the rule in that respect. It seems to me that this is a case of such misrepresentation for the reasons I have given.

"In view of all the facts there will be no costs. Bill dismissed."

Merchants Support Progressive **Policies**

The Malden, Mass., Board of Trade has passed resolutions supporting the movement for honest advertising. The movement for nonest advertising. The board recommends to all merchants that the articles they advertise be as repre-sented; that if the number of articles advertised is limited, it be so stated in the advertisement; and that no attempt be made to substitute other goods tempt be made to substitute other goods for those advertised. It also recom-mends that the merchants of Malden confine their advertising to newspapers or periodicals published at regular in-tervals. Former Mayor Charles G. War-ren, Alexander S. Ross and William A. Black have been appointed a committee to have charge of advertising matters.

Franklin with Eastman Kodak

Allan M. Franklin, for several years identified with newspaper work in Rochester, N. Y., and at one time secretary of the Rochester Newswriters' Club, has left the editorial staff of the Rochester Post Express and is now in the advertising department of the Eastman Kodak Company,

F. A. Wyman, Jr., Leaves New Haven R. R.

F. A. Wyman, Jr., has resigned from the publicity department of the N. Y., N. H. & H. R. R. of Boston, to go into advertising work for himself. With the New Haven Mr. Wyman had charge of the advertising going to the "country"

New Massachusetts Bill

Representative P. E. Murray, of Boston, has introduced a bill in the Massachusetts legislature which provides a fine of from \$5 to \$100, or imprisonment for three months, for persons convicted of printing or causing to be printed misleading advertisements, or advertisements containing false statements.

T. P. A. Considers Type

The Technical Publicity Association held its January meeting at The Martinique Hotel, in New York, last Thursday and devoted the evening to considering type and its relation to printing

and advertising.

An advertising.

A new departure was introduced by
Will Bradley, formerly a designer for
the American Type Founders Company,
who was slated to talk on "Type, Its who was stated to talk on "Type, Its Advisability and Appropriateness to Different Classes of Printed Matter." Instead of giving the usual set speech, Mr. Bradley passed around slips on which each member wrote a question. which each member wrote a question.

These questions were then taken up
and answered one by one. Owing to
the general nature of most of them the task was a difficult one, but when the question proved a "poser" Mr. Bradley never failed to have a convenient story which sayed the day.

One of the questions was "What constitutes niceness" on the printed page?" another, "Can atmosphere be created by Gothic type?" another, "What makes some people stop and read one ad and pass up another?" while several mem-

pass up another?" while several members expressed interest in the type faces best adapted for appealing to men and those suitable for appealing to women.

A. S. Allen, sales manager of Philip Ruxton Company, an ink and color specialist, explained the Munzell method of obtaining accurate color harmony, and illustrated his talk with charts, samples and various mechanical devices. H. L. Bullen, of the American Type Evanders Company, outlined how the H. L. Bullen, of the American Type Founders Company, outlined how type was made and A. F. McKay touched on the type setting and casting machine.

Wright, of Whitman, Joins Detroit Concern

Harland J. Wright, advertising manager of the William Whitman Company, New York (Arlington Mills), has resigned to become general manager of sales of the Detroit Princess Mfg. Company, which manufactures women's, misses' and children's dresses.

Mr. Wright is a director of the Association of National Advertising Managers and also is chairman of its execu-

tive committee.

Loving Cup for Colver

In recognition of his good service as Mayor of Tenafly, New Jersey, Frederic L. Colver has been given a large loving cup by the citizens of the town. Mr. Colver, who is now the business manager of Lippincott's Magazine, has been prominently connected with several leading magazines and newspapers during the past twenty-five years.

Chew Added to Sunday Magazine Staff

L. D. Chew has joined the advertising staff of the New York office of Hearst's American Sunday Monthly Magazine. Mr. Chew was formerly sales manager for the Printograph Sales Company in New York.

"Advertising Agents' Service"

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nthly merly graph An article suggesting some things an advertiser should expect from the advertising agent, will be found in the forthcoming issue of

OBITER DICTA

Also announcement of the latest publication of our Division of Commercial Research—an "Encyclopedia of Cities." And other matter of general interest.

THE CURTIS PUBLISHING COMPANY
Independence Square, Philadelphia

These Men Now Drive 75,000 Cars

A recent canvass of the readers of one of the Associated Farm Papers showed that one farmer in seven now drives a car.

We have reasons to believe this percentage will prevail throughout the entire Associated Farm Paper list. This would indicate that over 75,000 automobiles have been sold to our readers.

What a stupendous business that represents! At a thousand dollars a car, which is too low an average, it would mean that our people have contributed \$75,000,000 to the automobile industry.

We believe this time next year one in six of these better farmers will be driving cars. If that is a correct prediction, it means a sale to these half million farmers we reach, during the next twelve months, of about 13,000 machines.

Surely, that is business worth going after in a big way.

Associated Farm Papers

567,000 Men of Money

Read these nine leading farm papers of America.

1 1	Established
NATIONAL STOCKMAN AND FARMER Pittsburgh, Pennsylvania Supreme in Ohio and Pennsylvania	1877
FARMERS' REVIEW Chicago, Illinois Supreme in Illinois	9 1877
FARMER'S GUIDE Huntington, Indiana Supreme in Indiana	7 1889
FARMER AND BREEDER Sioux City, Iowa The Cream of Four States (Ia., Neb., Minn., S. D.)	1878
NEBRASKA FARMER Lincoln, Nebraska Supreme in Nebraska	1859
FARM AND RANCH Dullas, Texas Supreme in Texas and Southwest	1883
FIELD AND FARM Denver, Colorado Supreme in Colorado	1872
CALIFORNIA CULTIVATOR Los Angeles, California Supreme in California	1889
RURAL CALIFORNIAN Los Angeles, California Supreme for Fruit-Growers and Ranchmen	1877
THE RANCH Kent, Washington Supreme in the Pacific Northwest	1895

ssociated Farm Papers

Chicago Saint Louis
Steger Building Globe Democrat Building
D. C. Kreidler, Manager
C. A. Cour, Manager

New York Fifth Avenue Building S. E. Leith, Manager

The Retailer as Center of Consumer Campaigning

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What It Means to Bring the Merchant into Close, Intelligent and Harmonious Action with General Advertiser — Facts Observed in Wide Inquiry — Successful Campaigns Described

By George L. Louis

If the retailer is brought into close, intelligent and harmonious action with the manufacturers' selling campaigns, the maximum local sales at the minimum expenditure of energy and money

are possible. All campaigns that involve the retailer as a final distributor must have this factor in selling in friendly and keenly interested accord with the activities of the manufacturer or wholesaler. make your selling efforts produce the greatest and most profitable results, you must have a co-partnership affiliation with the retailer. And this affiliation means a good deal more than merely supplying him with window cards, posters, newspaper cuts, and the like. Your retailer may display all the window and store cards that you send him; he may use all the electros that he receives from you in his newspaper advertising; he may litter his town with your circulars and posters, but-if he isn't heartily back of your campaign, if he does not use his personal selling efforts in conjunction with it,

practised to-day.

I have been in an exceptionally good position to note the effect upon retailer and consumer of almost every important advertising campaign that has been in operation during the past six years. During this period I have had personal interviews with retailers and consumers in every State, and have heard their reasons why they sold and why they bought various advertised commodities. I have

these cards and electros and post-

ers and circulars will have little

effect. Actual retail affiliation means infinitely more than the

present understanding of "dealer co-operation," as it is so generally

seen how waste and time, energy and money, have been reduced to a minimum, and sales to both retailer and consumer facilitated with the greatest ease and quickness where the retailer has been brought into the action of the selling plan.

UNBRIDGED GAP BETWEEN MANU-FACTURER AND RETAILER

But the far greater majority of instances which I have been able to follow have revealed a serious gap between the manufacturer and retailer that makes the selling to the retailer a difficult, lengthy and expensive operation, and in turn retards consumer buying.

Those advertising campaigns which seek direct inquiries from the consumer and attempt to transform these inquiries into sales, via the local merchant, are trifling with a dangerous and diffi-cult undertaking. The danger in cult undertaking. this kind of campaigning is that it promotes substitution at the consumer's incentive and with the retailer's approval. Practically all substitutions are made while the buyer is in a "created demand" attitude; the desire for an article, I have found, when thoroughly aroused, makes substitution an easy matter. I have record of 18 instances out of 24 inquiries for advertised goods where, when the retailer was asked, "Have you so and so?" and upon receiving a negative reply, the buyer's next question was, "What have you like it?"

The difficulty in this process of selling is that a far too long a time elapses between the desire or interest, or created demand, whatever you choose to call it, and the arrangement that makes actual selling, to which this feeling is a prelude, possible.

As a third objection to the bandying about of inquiries is that the retailers, as they have repeatedly expressed their opinions to me do not fancy the manufacturer using any direct effort upon the consumer, whom the retailers look upon as their personal property. As one retailer expressed himself to me:

"Let the manufacturer manufacture and the retailer retail. The manufacturer and retailer should work together to their mutual advantage, but they should not transgress upon each other's rights. What if I should begin to manufacture upon a small scale? Would the wholesaler like it? No; no more than I like his direct work on the people of my town."

WITH A RETAILER IN HIS HOME

I was a guest at the home of a retailer, the proprietor of a drugstore in a fair-sized Illinois town, for an entire week. One evening the wife of this retailer read a full-page vacuum-cleaner advertisement in a popular weekly magazine. The ease and speed with which she could clean her home with this instrument, according to the copy, made a deep impression upon her. She asked my opinion of the advertisement and the cleaner, but I professed ignorance of the device or its value, as I was curious to see to what action she would be incited by the advertisement.

"Send for our beautiful de luxe booklet, illustrating and describing our various vacuum cleaners. We will send you the name of your local retailer who sells them," concluded the advertisement, after a vivid word picture of the joy of house-cleaning if the vacuum cleaner was employed. The next morning, in a 'created demand" mood, she wrote a note asking for the booklet and the retailer's name from whom she could purchase a vacuum cleaner. It required one and one-half days for the letter to reach the manufacturer. In nine days after the letter was mailed, a local hardware dealer received a letter from the manufacturer, telling of the inquiry and asking the retailer to send an order for one-half dozen vacuum cleaners, as it was very evident a "big" demand existed in his town for the vacuum cleaners.

After the note to the manufacturer was mailed, I had visited every store in the town where vacuum cleaners were likely to be sold, and found that the cleaner in question was not handled by any of the retailers. I had asked each to notify me if he was

approached by the manufacturer. The hardware store proprietor let me know when he had heard from the advertiser, and I was thus able to follow this incident closely. The retailer answered the manufacturer's letter the next day, stating that he did not feel justified in ordering one-half dozen vacuum cleaners, as the manufacturer had stated, but that he would be glad to sell Mrs. B. the vacuum cleaner if the maker would first send one for demonstration and her inspection. This letter ate up another two and one-half days. In four days more the manufacturer wrote that he was forwarding a sample vacuum cleaner, to be shown the customer.

Then the manufacturer wrote to Mrs. B., sending her the book-let she had requested 17 days before, and telling her that she could examine the vacuum cleaner at R.'s hardware store. The next day, the 18th day after the advertisement had created a demand, she visited the retail hardware store in an indifferent state of mind. She told me she only visited the store because, having made the request, she felt obligated to the manufacturer. The merchant showed her the vacuum cleaner about which she had read in the advertisement, and then, at her inquiry, "Have you any others?" exhibited another kind, of which he had a large variety, and sold one of these latter vacuum cleaners to her.

"THE PROLONGED WANDERINGS OF INQUIRIES"

This was a typical illustration of the dozens of direct-to-manufacturer inquiries that I followed in their prolonged wanderings. The intervals between retailer and consumer connection usually so lessen the desire aroused by an advertisement that no direct or immediate results were to be found. My book of statistics, in which I have classified and recorded the results of my personal investigations, shows fifty-six times where I followed the course of action of advertising inquiries from consumer to manufacturer, from manufacturer to retailer,



Over \$28,000,000 In New Construction At 50 Mining Plants During 1913

Weigh that for a minute! Just 50 metal mining plants out of the something more than 5,000 prospecting and producing mines in the United States.

And the total cost of the new construction being carried on at them during 1913 was more than \$28,000,000!

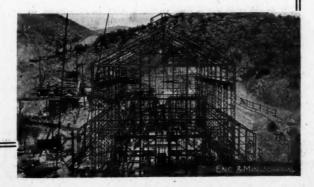
That \$28,000,000 doesn't touch the great sums spent in other plants for supplies and new equipment to replace worn-out.

There will be just as much-probably more-spent in 1914. Get your share of it!

The Engineering and Mining Journal is right-hand man to the men who spent that 28 million. It covers the purchasing power of the metal mines of North America. If you want a slice of the melon, we will gladly go into details with you.

THE ENGINEERING & MINING JOURNAL 505 PEARL STREET, NEW YORK

The Hill Publishing Company also publishes Engineering News, American Machinist, Power, and Coal Age.



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onal r-six urse iries irer, iler, from manufacturer to consumer, and, finally, from consumer to retailer, with the object of transferring the inquiries into sales. Out of the fifty-six inquiries, only twelve were immediately able to buy and did buy the goods which were advertised; twenty-one purchased some substitute, and the remaining twenty-three took no

immediate action.

The most convincing proof that advertising makes a deep impression, creates possible buyers and makes selling and buying a quicker operation is shown in the action of the twenty-one who accepted substitutes for the goods for which a desire had been aroused. Thirty-three of the fifty-six, of whom it was only possible for twelve to buy the goods they first asked for, were keen to buy the goods advertised. Twenty - one more would have bought, in all probability, if the retailer had been in active cooperation with the various campaigns in question. And out of the twenty-three who did not buy at all, I know that thirteen would have very likely bought the goods that influenced them to go to the retailer, if the retailer had been working in harmony with the manufacturer to the end of selling. There were twelve sales of the advertised goods where there should have been a minimum of forty-six.

The best way to connect the retailers with your campaigns is to center your efforts on and in his store. If you bring the buyer directly to the local store, with your goods as the incentive, you have a situation that will please the retailer and facilitate selling. This is the straight-line method of selling. In contrast to the circle described by the consumer-tomanufacturer, manufacturer - toretailer, consumer-to-retailer evolution, it saves approximately 75. per cent in time, labor and energy, and makes 90 per cent more sales

possible.

Whether it is the issuing of a booklet, the offer of a sample, the demonstration or free trial of an article, if your plans radiated from the retailer and his store.

and if you induce the final buyer to go directly to the retailer while the impression gained from the advertisement is fresh, you will have a selling plan that will actually make the maximum volume of sales with the minimum amount of waste.

HOW TO GET SUPPORT OF RETAILER

This assumes, of course, that you have the retailer fully acquainted with and prepared for your campaign. And it is a far easier task than the uninitiated may know to get the retailer heartily and actively back of a campaign of which he shares some important part. You can get the support of the retailer when you show him you are going to bring the consumer in immediate contact with him. When the possible customer comes to the retailer in a favorable buying attitude that has the influence of the manufacturer's advertising, and the retailer is intelligently co-operating with the campaign, the booklet or sample that is given away, or the demonstration or free trial that is offered, will accomplish its purpose.

An excellent illustration of this has been made in a campaign that was inaugurated about one year ago and is still in operation. An absorbent cotton is the article in question. Despite a severe handicap in competition with a concern that had practically controlled this business for 40 years or more, within four months a remarkably wide distribution was gained and a very large volume of sales at-

tained.

The magazine campaign was preluded with a well-planned approach to the retailer by salesmen and literature. In a large list of women's magazines, full pages were used. "Take the coupon to your druggist. He will give you a 10-cent package of — absorbent cotton. We will pay him the 10 cents." was the offer.

And as the retailers were so favorable to this procedure in advertising the cotton that almost all of them used window cards and newspaper announcements to identify their stores with this

campaign, consumers by thousands went to their stores and were able to get their samples. Druggists and buyers were brought together with one object in mind—the cotton. What was accomplished in retail distribution and sales in a very short time and the permanency of this distribution and consistent increase in sales is pretty tangible proof of how effectively the retailer will affiliate with such campaigns.

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SAMPLING METHODS COMPARED

I also had the opportunity of observing two different sampling campaigns that were conducted by two well-known breakfast-food manufacturers. One had a crew who distributed samples at the homes; the other supplied the samples to the grocer for distribution. This grocer, feeling his importance as a factor in the sampling campaign, coached all of his clerks to talk to each customer, who was given a sample package, as was also each driver instructed to do when delivering

goods. The food value, the economy and health quality of the breakfast food was impressed upon each woman who received a sample. I received reports from all of the grocers in this town of the sales of the door-to-door distributed samples, and compared them with the sales of the breakfast food at the store of the one grocer who distributed the other samples. The one grocer sold one-third more of his breakfast food than did the other four grocers in the course of the following two months.

The retailer to-day is not as susceptible to the influences that were effective eight or ten years ago. He has become a much more independent distributor, as he has gradually learned his power and how to use it, and he therefore demands that he be more than a mechanical store-keeper in his relation with the manufacturer's selling campaign.

C. E. Ames has become general sales manager of the Divine Tire Company, Utica, N. Y.

The George L. Dyer Company 42 Broadway New York



Newspaper Magazine Street Car and Billboard Advertising Business Literature Publicity and Merchandising Counsel

The Right Placing of Cuts in Ads

It Is Mistaken Economy to Use Any Kind of Cut Just Because It Happens to Be on Hand-Slight Al-terations Often Make Great Differences-Some Suggestive Revisions

By Gilbert P. Farrar

A MANUFACTURER recently showed me a number of snapshot pictures taken by one of his salesmen. He brought forth some copy that he and the salesman had Next he gave me the size he thought the book should be made and explained what sales plan he had in mind for issuing the booklet.

On looking at the snapshot pictures I saw that they needed some slight retouching. The cuts, I saw, should be smaller than the pictures themselves in order to

sharpen the details.

Immediately I began to plan just how I would make the cuts show clearly, and how I would make them of a size that would look well on the page that was to have some copy also.

Imagine my surprise when Mr. Manufacturer said, "We already have the cuts for this job."

And such cuts!

The salesman had taken them to an engraver and the engraver had made the cuts the same size as the

pictures without any retouching. There they were: "Whiskers," flat color and all. And a trifle too large to make a good arrange-

As the job was eighty per cent cuts, there was no method known to man whereby you could make a real 100 per cent efficient salesproducing job and still use these

When I explained the situation to the manufacturer he merely said, "Do the best you can."

Is it any wonder that some ads and some printed matter do not have the "punch" when an ad man is supposed to begin in the middle of a job after the first half of it has been done in such a manner that it excludes all possibility of doing the complete job properly?

Would my friend, the manufacturer, lay a foundation one and a half bricks thick for a tenstory building, and then call in a contractor to build the rest of the building? No.

Why, then, wouldn't he let the ad man do the whole job when

he needs advertising matter?

Hundreds of ad men have been



plete bathroom interiors ranging in prices from \$78 to \$600; gives detailed costs and floor plans; shows equipment for the modern kitchen and laundry; suggests decorations, etc. - and, in fact, is a complete and authoritative guide to the requirements of a sanitary and beautiful home.

Write for it today
STANDARD SANITARY MFG. CO., Dest E. Pittsburgh, Pa.



If You Are Planning to Build or Remodel

you'need our 100 Page Book, "Modern Bath-rooms," which we will be glad to send FREE, for 6 cents postage. It illustrates many complete bathroom interiors ranging in prices from \$78 to \$600; gives detailed costs and floor plans; shows equipment for the modern kitchen and laundry; suggests decorations, etc.—and, in fact, is a complete and authoritative guide to the requirements of a sanitary and beautiful home.

Write for it today STANDARD SANITARY MFG. CO., Dept. E, Pittaburgh, Pa.

PROGRESS

OUT ON THE JOB, where Nature's handwork is being transformed to



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meet the demands of mankind, real men are directing the work.

They are the World Builders, doing big things in a big way. Their work involves the expenditure of millions and their reputations depend upon performance.

They are keen and alert for every suggestion that will help them make good.

They read the

Engineering Record

I believe they are the body of readers with the greatest buying power that it is possible to reach through a Technical Journal. I believe that the Technical Journal is the most efficient and least costly way of reaching these men.

I believe that the realization of the power of the Technical Journal has merely begun.

I have just taken charge of the Philadelphia office of ENGINEERING RECORD. I shall travel over the Middle Atlantic States, excepting the New York City territory.

I know something about reaching this wonderful construction field and shall be glad to tell it to you. Perhaps it will fit into your needs.

As ever, for Service,

Fred. W. Schultz

Real Estate Trust Building, Philadelphia, Pennsylvania



Plymouth Furs

Made from most choice, lustrous, selected pelts by skillful designers and furriers into models which appeal to all well-dressed women. These explainer Plymoth Fur models cost no more than ordinary furs because they are made at the center of the furbearing region of America.

Perfedite H Free

We have been been been to the furbearing region of America.

Portfolio H Free
We insue no style book, but photographs of the
total furn. Write us what kind of furn intents you
d we will used Portfolio H, a collection of setotal photographs.

Repairs and Renovations at Reasonable Sales.

PLYMOUTH FUR CO. 120-150 Plymouth Building, Minneapelia, Minn (The Center of the For Trade of America)



and half-tones of all sizes and scenes.

Not that these remarks refer directly to the exhibits shown with this article, but I am simply stating facts.

Whether the ad man or the advertiser is responsible for either of the exhibits shown with this article, I do not know.

Fig. 1 leaves much to be desired. Too many advertisers think that a cut must have "trimmings" in order to be effective. Fig. 1 is "trimmed" with a Ben Day circular background which utilizes space that should

FIGS. 3 AND 4—A REVISION TO RELIEVE THE "TIGHTNESS" OF DISPLAY

told, "Now that a plan is settled, please use these cuts. We can't afford new ones." Then the advertiser hauls down some wood cuts, electros, Ross-board fads,

be taken up by the heading.

The cut as shown in Fig. 2
would have cost the advertiser
less money, and the cause for the
ad's appearance is readily seen

Clark Heaters for WINTER DRIVING

In Auto, Sleigh or Carriage

Duning coldest weather a Clark Heater will always keep
you warm and oncy. It supplies the heat without
hame, machine of entered in the coldent of the coldent



when the space occupied by the Ben Day background is used for a larger and more connected

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Regardless of who selected the style of cuts for the Plymouth Fur ad (Fig. 3) I feel sure that it is not good taste to be so lavish with gray space around the subject in this cut, and so cramped for space or "air" in the reading or type part of the ad.

The ad does not hold together. There is not enough unity. And the gray background of the cut does not make the figure or goods

This figure would be much stronger if it were placed upon the white paper without any background as I have done in Fig. 4.

This arrangement also allows the name of the goods to be placed beside the cut where goods and name of goods are "given" to the reader at one glance.

At the same time this arrangement makes more space for the reading matter below the cut and

heading.

The ad will hold together better and have a more uniform and dignified appearance if the reading matter is not set full measure -if white space is left on each side. Fine rules at the top and bottom of the ad will also help toward making this ad more connected.

Ads for fur should have all the dignity and grace that it is possible to instil into their typographical appearance. I feel sure that the readers of PRINTERS' INK will agree that Fig. 4 has greater dignity and more uniformity.

An outline half-tone like the one used in Fig. 4 costs more than the square finish half-tone in Fig. 3, but not enough to worry about.

There is nothing against the cut in Fig. 5. The question is: Couldn't it be placed better?

First principles say, "First the article, then the name, next the reason-why, etc."

That's the order I've tried to get into Fig. 6. I've also reduced the thickness of the rule border in order to make the cut and the wording stronger.

I have heard workers criticised

for spending so much time in selecting a style for the cut to be used in ads, or spending too much time determining where to place the cut in an ad.

These matters look very simple after the ad is finished. But the selection and placing of cuts is an art all in itself. It is worthy of more attention from builders of ads. Any number of present day ads prove this.

It is dear at any price to make an ad fit some cut on hand, rather than make the cut fit the ad, re-

gardless of cost.

Wants Honest Advertising Act for Kansas City

The Kansas City Ad Club is planning an "honest advertising" ordinance and will shortly introduce such a measure in the Kansas City Council. President C. L. Brittain and other officers are in the Kansas City Council. President C. L. Brittain and other officers are now framing the ordinance, which will be similar to those recently passed in other cities. The Kansas City club has been a bit slow in joining the movement for honest advertising, fearing that a hardship would be worked on merchants of Kansas City, Kan., also should come in. It was recently decided, however, to take up the work in spite of this drawback. An emblem will be adopted by the ad club, which, placed on advertisements in Kansas City papers, will indicate that the organization guarantees the honesty of the statements of the advertiser. The latter will insure the ad club against loss. One emblem has been presented by Fred Craft, originator of several posters which have been successfully used in Kansas City in connection with the manufacturers' and the fashion shows.

Representatives Consider Agencies

The Representatives' Club held its January meeting at the Hotel McAlpin on Monday. The discussion which folon Monday. The discussion which followed the lumcheon was devoted to advertising agents, and what a solicitor should and should not do in calling upon them if he hoped to "sell" them his publication. Details of the discussion, which was held by A. C. Barrell, J. G. Berrien and E. G. Pratt, will appear in next week's issue.

Advertising Is a Business Force

PHILADELPHIA, Jan. 6, 1914.

Editor of PRINTERS' INK:

How is this for a definition of "advertising"?

"Advertising is the business force produced by physical or mechanical means, which kindles the interest and arouses to positive action the observer or recipient." NORMAN O. PICKETT.

January Meeting of Ad Men's League

The Advertising Men's League held its regular monthly meeting at the Al-dine Club on Tuesday evening, Janu-

Among the speakers was O. J. Gude, president of the O. J. Gude Company, who had just returned from London where he extended to British advertising where he extended to British advertising men an invitation to attend the Toronto convention of the A. A. C. of A. Mr. Gude said he had been amazed by the interest shown on every hand in England over the ad club movement and was much impressed with the appreciation meted out to the A. A. C. of A.'s efforts for truth in adversion.

tion meted out to the A. A. C. of A.'s efforts for truth in advertising. William Woodhead, president of the A. A. C. of A., who was in New York for the meeting of the executive committee of the Associated Ad Clubs, attended the league's meeting and spoke optimistically of the A. A. C. of A.'s future and business conditions in gen-

Other speakers were Paul Smith, sales manager of the Lozier Motor Company, and Herbert S. Houston, chairman of the educational committee of the A. A. C. of A.

Association Proposed for Newspaper Men

A series of meetings were held in New York, January 2 to 6, for the pur-pose of forming an association of adver-

pose of forming an association of advertising managers of daily newspapers. The meetings, which were held at the Hotel Victoria, were given over to a general discussion of ways and means. It is probable that the next set meeting for the proposed association will be held at the newspaper departmental session in Toronto.

Frank D. Webb. advertising managers.

Frank D. Webb, advertising manager of the Baltimore News, sent out the first call for the formation of the new association.

Salesmen Like New Campaign

A new advertiser has been developed in the Peninsular Chemical Company, of Detroit. The account is handled by the Mahin Advertising Company, of Chicago.

Wm. H. Rankin, vice-president of the Mahin Advertising Company, addressed the salesmen of the Peninsular Chemithe salesmen or the Peninsular Chemi-cal Company on the proposed campaign, and after his talk, the salesmen guar-anteed to Mr. Nelson, president of the Peninsular Chemical Company, that their sales would exceed 50 per cent more during the coming year on account of the advertising.

Maas with American Associated Newspapers

Frank W. Maas has been appointed Eastern representative of the American Associated Newspapers, Inc. Mr. Maas was, until recently, advertising manager of Newspaperdom, and for four years previously was Western manager of Advertising & Selling.

Pilgrims to Train Speakers

The Pilgrim Publicity Association has organized a class in public speaking to train recruits for its speakers' bureas. Professor Walter B. Tripp, of the Emerson College of Oratory, is the instructor. The class meets at dinner at the City Club once a week and the instruction follows the dinner. The P.P. A.'s Trade Extension Committee, has struction follows the dunner. The P.P. A.'s Trade Extension Committee, has obtained a series of advertising talk from Elbert Hubbard, C. W. Post, William C. Freeman, Hugh Chalmers and George W. Hopkins, and is offering them to New England newspapers for free publication. More than one hundred newspapers have agreed to publish them. These advertisements will be followed by a series on the efficiency of them. These advertisements will be fol-lowed by a series on the efficiency of advertising. This committee is also pre-paring a list of New England manufacwho are not using printers' ink turers to the extent they should.

Express Companies in Newspapers

Express companies have again started Express companies have again started to advertise in daily papers, for the exploitation of express service, as against parcel post. Most of the ads have emphasized the lower rates effective February 1, tables showing the comparative tariffs used. The ads also have urged tariffs used. The ads also have urged express service as providing the highest class of transportation, the following features being emphasized: "Free insurance up to fifty dollars, receipt for each shipment, responsibility, safety, efficiency

The list of mediums used includes 440 dailies, The Saturday Evening Post, and a limited list of farm papers.

"Window" Displays on Elevators

A novel extension of the window dis-A novel extension of the window display idea has been adopted by Woolf Brothers, a Kansas City clothing house. While the company utilizes a wide expanse of windows for the usual displays, it recently installed cases in its elevators. Patrons using this means of transportation are given something to occupy their minds during that time. The displays in the elevators receive as much attention as the others, seasonable articles of clothing being shown, consisting usually of small goods, such as mufflers, gloves, etc. mufflers, gloves, etc.

Planning Education Campaign on Flowers

The Kansas City Florists' Club, re-cently formed, is contemplating a cooperative advertising campaign, for the purpose of stimulating the use of flowers. purpose of stimulating the use of nowers. It is thought that many residents of Kansas City who are not using flowers to any great extent may be added to the list of consumers, while those who already are purchasing occasionally will invest regularly. The campaign, if ready are purchasing occasionally will invest regularly. The campaign, if adopted, will be largely educational, and will tell of methods of beautifying the home on both interior and exterior, how and when to use flowers, and which occasionare most appropriate for certain kers on has king to bureau. ie Em-

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A "Business Man" Agency

A great Philadelphia manufacturer (who ought to advertise and doesn't) said recently to a magazine solicitor, "I look upon advertising men as fine conversationalists, pleasant fellows, but absolutely superficial and insincere."

We decline to commit ourselves in print on the truth of this man's accusation in general, but we are eagerly looking for an opportunity to get in touch with any man who agrees with him.

F. Wallis Armstrong Company Philadelphia



The Greatest Advertising Opportunit in Atlantic City's Transient Millions

Their National circulation is tremendous—200,000 Bod all 20,000,000 visitors last year!

Grasp the marvelous reach of displays like our "Speamin and Pier. The heart of the Boardwalk—busiest store and and ten THE ONE SECTION TRAVERSED BY EVERY OF

We control the few strategic points that absolutely cover Bo

The R.C.Maxwell Co. Trenton N.J.



rtunit in the World! And the Wonder of lions Maxwell Electric Boardwalk Signs

00 Borvalk promenaders, 20,000 bathers—a single day's record!

pearmin and "Fatima" electric signs—Steeplechase to Million Dollar and am sent section, finest hotel district, principal bathing grounds—EVERY OARDWALK VISITOR EVERY DAY!

cover Boardwalk. Write us today.

The R.C.Maxwell Co. Trenton N.J.

THERE'S A'STORY'BEHIND YOUR'BUSINESS

and there's just one way to tell it—in motion pictures. People grasp things quickly from the movies. Why not MOVIE-IZE your business and show the real story of energy and merit behind your trade-mark?

You are proud of your plant—let some of your promising prospects see it as you do.

Our portable projecting machines can be taken anywhere.

We will gladly answer any inquiries regarding Moving Picture films.

HAROLD-IVES-COMPANY

Metropolitan Building
One Madison Avenue
New York City

Reasons Behind McCallum Hosiery Co.'s Successful Dealer Policy

An interview with GEORGE BLIN McCALLUM, Treasurer McCallum Hosiery Company, Northampton, Mass.

H OW differently would you look at your present manufacturing and advertising problems if you once had been a retailer? Naturally, it would make a difference. From the fact that many advertisers are taking pains to get the typical dealer's view, we may assume it would make a good deal of difference. Whether it is a question of finding out something which advertisers absolutely must observe, or of weaning the retailer away from notions that are wrong and hurtful to both advertisers and themselves, it makes or may make a big difference to know.

The president of one of the best-known advertising houses in the silk hosiery line, claiming to be the largest producer of silk hosiery in the world, was for many years a successful retailer. It would be interesting to see just what thing this house, the McCallum Hosiery Company, has done that you would hardly have expected the average advertiser to do, or do so adequately.

Two or three weeks ago a leading glove manufacturer* discussed in PRINTERS! INK the abuses of the guarantee. It is almost amusing to see how easily the McCallum Hosiery Company has gotten around the guarantee difficulty—without doubt because of the previous retail experience of the head of the house. George B. McCallum, treasurer of the company, explains the plan in detail:

"We were the pioneers in guaranteeing silk hosiery, but we have never guaranteed it against wearing out, or to wear any definite period of time. We simply guarantee it against imperfections of manufacture, though always giving the retailer and his customer the benefit of any doubt in the matter, and using practically no red tape in handling adjustments.

"In fact, so decidedly do we concede that the hose will wear out that we enclose darning yarn with every pair. The small envelope containing the yarn carries a message of advice as to how to secure the best wear, and this, together with our own name stamped on the goods, and the small price ticket attached, assures the consumer that he or she secures our hosiery.

"We give a very careful inspection of our merchandise as it is made and try to avoid shipping any imperfect hose to be sold. The replacement of damaged hose, therefore, does not figure to any considerable extent as an added cost."

This is certainly a brilliant ex-



STRIKING CONTRAST EFFECTS IN MAGAZINE

^{*&}quot;Backing Up Dealers in Preventing Guarantee Abuse," by Abraham Lehr, President of the Dempster & Place Company (D. & P. Gloves), PRINTERS' INK, Dec. 18, 1913.

ample of "turning a defect into a virtue." Imperfect hose which evade the careful inspection and get to the dealer and customer, are replaced without question, but the public is not encouraged to impose upon the manufacturers by returning worn-out goods, as is so often the result of the uninterpreted guarantee. Unless educated by wrong suggestion to

start an endless chain of returns and replacements, the public will remain just and rea-sonable, will not ex-pect silk hose to last The darning forever. yarn consequently appears to it, not as a confession of weakness in the hosiery, but, on the contrary, as a bit of thoughtfulness on the part of the manufacturer. And the use of the little envelope for advertising is of a piece with the rest of the intelligent solution that is equally agreeable to the dealer, who prefers to have his customers sold and satisfied in one operation. It is, in fact, the dealer's solution.

The dealer point of view is responsible for another characteristic feature of the McCallum Company that is important for its merchandising value.

"As a part of our service to the retailer," says Mr. McCallum, "we have a special depart- THE "x-RAY" HEADLINE ment given up entirely to the matching of in-

dividual pairs of hose to samples of dress goods, slippers, etc., making shipment from our mill within two days from the receipt of the The volume of this busiorder. ness is but a small percentage of' our total sales, but is of tremendous value to the retailer, not only as an accommodation, but as a means of securing the best trade of the city for his store and accustoming his patrons to the use

of our silk hose and satisfaction in them."

Hundreds of advertisers are spending money in giving the dealers what they haven't asked for and more than they want or can use-of window display material, for instance, or circulars, booklets, electros, etc. Here is a little service to the retailers that the latter like and appreciate. It

gets immediate attention from them, and is a powerful talking point in soliciting new accounts. It is a former retailer's idea of what the retailers like. of what retailers know their customers like. And its cost is little or nothing.

ONLY SALESMEN OPEN

When it comes to ways and means of opening up new ac-counts, the company takes the view of many retailers; it is not enthusiastic over direct

ACCOUNTS

advertising.

"We have not believed in the circularization of prospects," says the treasurer, "preferring to send a salesman direct to houses we felt ought to be using our goods. We have steadily and constantly increased our force of salesmen, believing that a salesman. with a full line of samples, is a better introduction of our goods to a retailer than any amount of printed matter."

And yet the dry-goods trade, which handles hosiery, does not begin to be so pestered with circulars and announcements and propositions as some other lines, for instance, drugs and groceries. Mr. McCallum knows that there are mail solicitations that "get by"; where so many come, some are bound to get attention and be read. But it takes talent or genius to put one's self among the elect.



Silk Hosiery For Women Who Know

A distinguishing mark of good taste with any costume. Unequaled in style and richness. More economical than hose of

ik to see the new chades for ring and Summer. Matched making allegese with every pair All prices from \$1.00 upwards the best stores in town. Water on for handsom houble, "Through My Lody's Pites," ALLUM HOSERY COMP.

IN NEWSPAPER COPY

And why call on high-priced talent to make a frontal attack when simple industry and common sense are sufficient to turn the flank and

carry the day?

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"We do, however, use direct advertising to the retail customers on our books," says Mr. McCallum. "We send them every month small post-card house-organ, called McCallum's Monthly, in which we give information of value to the retailer regarding his hosiery department, our new styles and also (and perhaps most important of all) a list of the style numbers we have in stock for immediate delivery. During the holi-

days this little publication is issued weekly, and is then given up entirely to a list of goods ready for immediate delivery. Appeals made in it yield known results. It is perhaps the most valuable advertising to the merchant we do.

But this kind of direct advertising is news advertising. It holds information the merchant ought to have and what he wants. It is in the most convenient shape that he can get it-printed on an ordinary Government post-card. The style numbers are on the face of the post-card, to the left of the space used for address. On the back are trade pointers, printed

with illuminatedred and black-initials. One contains five or six paragraphs. of the paragraphs

show the style:

"Look up any of your leading fashion books and see the short skirts which are to be worn this fall and winter. See also the many new draped models which rel the foot to the ankle. these mean-more silk

hosiery used.
"By having your regular numbers always in stock in all sizes, you do away with that un-fair complaint so often heard: 'Every time I want anything in your store, you are always out of it."

So this is merely another illustration of sharing the dealer's mind.

Practically every step of the advertiscampaign can tested by same standard.

QUICK RESULTS FROM ADVERTISING

The McCallum Company has been in business twentyfive years and saw a yearly increase of business without having advertised. Five years ago it decided to start ad-

M! Callum's Monthly

Northampton, Mass.

October, 1913

ANY retailers have been pushing 50c silk hose far beyond what they are worth, both for their profits and for the requirements of their trade.

Don't you think that the best salesmanship consists in showing more expensive hose first and then comparing even \$1.00 silk hose with the 50c article which your customer may have asked for? You know that the \$1.00 article will show up as much better value than the 50c stuff.

HE average clerk on being asked for a pair of silk socks usually pulls out a 50c pair, shows nothing else, wraps them up - quick sale no exertion - no

salesmanship. Whereas, were he to show the \$1.00 sock alongside of the 50c one, three or four men out of ten would buy the \$1.00 sock, the difference being so perfectly apparent on sight.

> ANY merchants have chronic cold feet about putting in high-class merchandise; but they can't sell it un less they have it and

the "live wires" in the retail business today are the ones who are buying nationally advertised lines direct from the manufacturers. The general public are becoming more educated each day to the fact that there is economy in buying high-class goods and that the standard of quality must necessarily be maintained in a nationally advertised article.

Place your order with us for especially prepared Christmas boxes and Christmas cards, at least, send for sample of these 1/12 dozen white boxes with branch of holly tied with ribbons in color, \$7.50 per hundred, f. o. b. Northampton.

You will need something of this sort for Christmas

McCallum Hosiery Company

Northampton, Mass.

A POST-CARD USED AS PERIODICAL BULLETIN

vertising in a small way, by expopular ploiting certain style

numbers.

"Our entry into advertising seems from the start to have brought results," says Mr. Mc-Callum, "for during the first year of our advertising campaign, although we discontinued selling one large jobber who had previously taken about one-third of our product and sold our goods under his own brand, we nevertheless made a very generous increase in the business for the year.

"Our advertising expenditure in the magazines is apportioned among those for the women's field, those intended to reach men, and, to a small extent, the trade iournals. There has never been a time since the beginning of our advertising that we have not been

"Our experience with advertising has not been all of the same kind. An elaborate and expensive campaign in theatre programmes of one large city yielded no returns. The advertisement was a full-page colored insert, being reproductions of various color pages prepared for Vogue, and appealing directly, as we thought, to a public which could buy silk hose, and in a town where many retailers were selling our hose under our own brand.

"We are regularly using the following publications: Ladies' Home Journal, Vogue, Dress, Woman's Home Companion, Delineator, Life, The Saturday Evening Post, Dry Goods Economist, Clothier & Furnisher, and Haber-dasher."

More suggestions as to dealer influence on the advertising viewpoint appear in the co-operative

plans.

"Upon request, either through our salesmen or directly to the mill, we send out to our various dealer customers signs for use in their departments; folders for use by them either with their monthly bills or to enclose in packages; and electros for newspaper use, with suggestions as to the manner of using them.

"To the consumer, whose eye has been caught by our advertisements and has read the small print at the bottom of them, we send out a small booklet called 'Through My Lady's Ring,' which gets its name from the fact that some of our hose are so sheer that three pairs at once can be pulled through a lady's finger-ring. This booklet gives a short history of the business, and some little matter regarding various staple and popular style numbers, and where there is no dealer either in the town or in the immediate vicinity, a mail-order price-list is enclosed.

PRESIDENT REMEMBERED WASTES

"The president's memory of unused cases of advertising matter, sent him when he was a retailer, by various firms whose goods he sold, made him very insistent upon using nothing which had as great a chance of going into the waste-paper basket as of being read or used," continued Mr. McCallum. "Therefore, all forms of literature, to be distributed by a retail store direct to the consumer, have, from the start of our advertising, been sent out only upon request.

"For the last three years we have been trying out newspaper advertising, and believe it is a great assistance to our magazine campaign. We use it in territories which are not giving us as much business as they should, or in cities where there are peculiar situations to cope with.

The company's pricing policy seems also to be based on its president's retail experience. On this point the treasurer says:

"We have not mentioned the retail selling price for our style numbers either in our magazine advertising, or booklets, as we are desirous that each merchant shall secure the profit which he, himself, sees fit on our hose. It is our boast, backed up, we be-lieve, by fact, that on our product any hosiery department can make splendid profit.

"Our salesmen have talked advertising but little, their argument being, in the main, the quality of the goods and our efficient serv-

(Continued on page 43)

It is not what Consumers Read about Your Product that Counts—It is what they Remember

OME people say street car advertising is not an educational medium. Now we say it is not what people read about a product, it is what they remember about a product that makes sales.

You can all prove this in your own homes. Ask the members of your family what they know about this or that product and you will find, in every case, what they know can be told in twenty words or less. What is or should be remembered we put on the street car cards and we make it remembered by reiteration which is the wonderful feature of street car advertising. We do not punish our readers by making them wade through a mass of matter to find the meat. We give them only the meat and give it to them quick.

We have the street car advertising in many cities in which you ought to be doing a big volume of business. Let us furnish you the figures for those in which you are most interested just now.

Street Railways Advertising Co.

CENTRAL OFFICE
First National Bank Bldg.
Chicago

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HOME OFFICE
"Flatiron" Bldg.
New York

WESTERN OFFICE Crocker Bldg. San Francisco

A Truly Wonderful Growth on Lines of Sound Business

N February 1, 1904, the old Commercial Advertiser, a conservative two-cent evening newspaper, was renamed The Globe, and the price reduced to one cent a copy.

Practically overnight a circulation of less than 20,000 was increased to near the 100,000 mark.

This was not done by magic or sleight-of-hand, but in accordance with the strictest laws of modern business efficiency and up-to-date advertising methods.

On the solid foundation of the old Commercial Advertiser it was comparatively simple to add features which broad newspaper experience had taught that the public desired.

Beginning in the Summer of 1910, the circulation of The Globe has mounted slowly but surely, and as solidly and steadily as if it had been the building of a hourse and consisted of laying one brick on top of another.

Here are the figures showing the average net paid circulation for a full year ending with the last day of every month, from July 1, 1910, to date.

Average Net Paid Circulation for the Years:

July 1,	1910 to	June 30,	1911103,333	Oct. 1	. 1911	to Sept. 30.	1912128.012	
Aug. 1,	1910 "	July 31.	1911105,047	Nov. 1	. 1911	" Oct. 31.	1919128,386	
Sept. 1,	1910 "	Aug. 31,	1911105,749	Dec. 1	, 1911	" Nov. 80,	1912129,325	
Oct. 1,	1910 "	Sept. 30,	1911108,523	Jan. 1	. 1912	" Dec. 31.	1912129,427	
Nov. 1,	1910 "	Oct. 31,	1911111,718	Feb. 1	1912	" Jan. 31,	1913130,325	
Dec. 1,	1910 "	Nov. 30.	1911113,607	Mar. 1	1912	" Feb. 28,	1913131,258	
Jan. 1,	1911 "	Dec. 31,	1911115,863				1918182,299	
Feb. 1,	1911 "	Jan. 31,	1912117,065				1918182,194	
			1912118,487	June 1	, 1912	" May 31,	1913132,920	
Apr. 1,	1911 "	Mar. 31,	1912119,924	July 1	, 1912	" June 30,	1913134,205	
May 1,	1911 "	Apr. 30,	1912122,981				1913135,405	
June 1,	1911 "	May 30,	1912124,983				1913137,255	
July 1,	1911 "	June 30,	1912126,538				1913139,509	
Aug. 1,	1911 "	July 31,	1912127,879				1913139,829	
Sept. 1,	1911 "	Aug. 31,	1912128,577	Dec. 1	, 1912	" Nov. 30,	1913141,054	
		Jar	1. 1. 1913 to Dec.	31, 191	314	2.813		

This steady increase of circulation to proportions taxing the utmost capacity of

the ordinary newspaper plant made necessary a radical departure.

When, therefore, The Globe on Sept. 11, 1911, removed to its new offices at Washington and Dey Streets it prepared for extraordinary development by installing four new high-speed sextuple presses, giving it a plant capable of turning our 350,000 papers every afternoon.

Thus for the first time in New York a high-class evening newspaper was pre-pared to meet the sensational newspapers on equal terms in the competition for popular favor on a large scale.

The results present and in prospect the figures above plainly indicate.

In New York It's



O'MARA & ORMSBEE, Foreign Advertising Representatives Brunswick Building, NEW YORK Tribune Building, CHICAGO

ice in the way of deliveries and ability to look after the special requirements of retail stores.

SUGGESTION WITHOUT SUGGESTIVE-NESS

The McCallum magazine advertising, particularly that in color, has been original and exceedingly attractive. The accompanying reproductions suggest its character. A part of its originality is due to the attempt, apparently most successful, to substitute refinement for excessive anatomical display. How much of this attitude is due to a retailer's experience in coming close to the public and how much to advertising theory cannot be told. Mr. McCallum says:

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"We followed the advice of the George Batten agency in the selection of the magazine mediums and endeavored to depart from the usual form of advertising silk hose, which was usually by a generous display of the legs, a mode of illustration unpleasant to many of the public, although many prominent advertising men, whose judgment we value, feel that the greatest results can be obtained only by showing the hosiery in use. We have conhosiery in use. tinually aimed to use illustrations, which say by inference, 'You just know this woman is wearing silk hosiery.

The prevailing style of dress assists us somewhat in permitting a natural display of a little of the stocking, but we endeavor in the main to arrest the eye of the person browsing through the advertising pages of the magazine with a pleasing picture leading down to the name of our concern and a phrase or two regarding our product."

There is little doubt that the dealer when he is consulted on this subject of anatomical display, leans strongly to the side of conservatism. The ladies who visit his store do not care for a lavish display, and he necessarily takes the cue.

Altogether the McCallum story affords a very interesting and profitable study of how an executive's retail experience will assist

and affect his larger distribution policies. Inasmuch as the dealer is recognized as a highly potent factor in the distribution scheme, and the McCallum Company has achieved a great success, both experiences appear to be worth analyzing.

Paid Space Brings Crowd to Consider Franchise

The committee of councilmen which has in hand the revision of the ordinance providing for a new franchise for the Metropolitan Street Railway Company, of Kansas City, took to the advertising columns of the newspapers recently in an effort to get the opinion of the public on the proposed grant. The advertising was small as far as space was concerned, but was consistent, all of the Kansas City papers being used daily. The ads urged those who had ideas in regard to the franchise ordinance to attend the daily sessions of the committee and go over the ground with the members. The results of the short campaign were all that could be wished, campaign were all that could be wished, inasmuch as hundreds of residents of the city turned out to suggest amend-ments to the ordinance. The receivers of the Metropolitan also are giving the proposed grant as much publicity as pos-

Course in Newspaper Advertising

A course in newspaper advertising for students of journalism is now of-fered by the University of Wisconsin. It is intended particularly for those who expect to become connected with small-

expect to become connected with small-city and country papers and who must frequently combine the writing of advertisements with various activities in the editorial department.

The Daily Cardinal, published by the students of the university, is used to provide laboratory practice in the planning of campaigns and in the writing and displaying of advertisements. The course is conducted by R. S. Butler, who is a member of the educational committee of the Associated Advertising Clubs of America.

A Booklet of Blueprints

The Fitchburg Machine Works, of Fitchburg, Mass., is offering through its technical advertisements a novel its technical advertisements a novel booklet, each page of which is an actual blueprint. Examples of work and parts are shown, the illustrations being real photographs made directly on the photographic stock. The reading matter is the only thing printed, and this is handled in typewriter type.

To the practical shopman a booklet

To the practical shopman a booklet of this character is of value, not only because it is out of the ordinary but because it puts before him practical information in a form readily understood

and easily absorbed.

Would Prefer National Fraudulent Advertising Law

The National Shoe Retailers' Associa-tion, with headquarters in Philadelphia, is now waging a vigorous campaign against the "Pure Merchandise" bill, now pending in Congress. The mem-bers of this association insist that the enactment of such a law would increase the cost of shoes to the consumer. bills provide that all shoes not made entirely of leather shall be stamped "adulterated" or "substituted leather. The framers of the bills seem confident that they will thus insure the purchaser

of getting the quality and service he expects in his footwear.

The National Shoe Retailers' Association, which has the support of many representative shoe manufacturers and wholeseless recently, demonstrated to representative snoe manufacturers and wholesalers, recently demonstrated to the sub-committee of Congress which has these bills in charge that this pro-vision would simply result in increasing the cost of footwear to the consumers, that the burden of the increase would fall upon the purchasers of medium and low-priced shoes. The association points out that the reason for this is that the supply of leather all over the world is diminishing steadily in proportion to the growth of popula-

tion.

It was strongly recommended by the association that a national fraudulent advertising law be enacted as a substitute for this "pure goods" law, pointing out that the way to protect the public from fraud is to compel the advertising of goods for what they are rather than to try to legislate "quality" into shoes or any other kind of merchandise. As a result, such a bill is now before Congress and it is the intention of the Retailers' Association to get behind it the support of as many other influential commercial organizations as possible. commercial organizations as possible.
Considerable time was devoted to commercial the planning of an aggressive campaign in behalf of this fraudulent advertising bill at the annual convention of the National Shoe Retailers' Association held in New York, January 12-13.

Fuel Saving Device Advertised in Newspapers

The Carnegie Fuel Saving Company, Minneapolis, Minn., is using large space in a list of newspapers to advertise the Chimney Sentinel Automatic Fuel Saver, a patented device that is put in the top of the chimney. It is scientifically constructed to measure the velocity of the wind and to close and open automatically the draft day after day. It is claimed that without the day. It is claimed that without the Chimney Sentinel, from one-fourth to one-third more coal is necessary to one-third more coal is necessary to produce the same heat on a windy day. The copy is of the descriptive style, explaining all the details of the device, how it works and how much can be saved in fuel. Everything is told that anyone might possibly wish to know about the new invention, yet a coupon is placed in the corner of the ad to furnish more information to those who wish it

Valvoline-Havoline Trade-Mark Suit Decided

Acting upon the voluminous testimony collected during the past year in connection with the Valvoline-Havoline Trade-mark suit, says Automobile Topics, Judge Mayer, in the United States District Court for the Southern District Of New York, has held that no unfair York, has held that no unfair competition has been practised by the Havoline Oil Company, of New York, and that the Valvoline Oil Company, also of New York City, has no cause for complaint. The suit of the latter company against the former is therefore ordered dismissed with costs.

In the exhaustive opinion of Judge In the exhaustive opinion of Judge Mayer, covering fifteen typewritten pages, special emphasis is laid upon the fact that the ending of a word denoting lubricants has no bearing upon trademark rights, particularly in view of the fact that the following names for lubricants and other oils have been duly covered by trade-marks in the United States Patent Office, none of which each of the covered by trade-marks in the United States Patent Office, none of which each office is the state of the country of the state of the country of the covered by trade-marks in the United States Patent Office, none of which each office of the covered by trade-marks in the United States Patent Office, none of which each of the covered by t States Patent Office, none of which can be held to infringe the others: Puroline, Amberline, Carboline, Septeline, Roseoline, Hanoline, Vacuoline, Cycoline, Cosmoline, Fusoline and Autoline. The words "Valvoline" and "Havoline" are both covered by trade-mark.

Koh-i-noor 1914 Advertising Greater Than Ever

For 1914, it is said, the Koh-i-noor Dress Fastener advertising will be greater than ever and it is figured will Dress Fastener advertising will be greater than ever and it is figured will reach over thirty million women every month. Most of the publications which will carry Koh-inoor advertising for 1914 are Ladies' Home Journal, Woman's Home Companion, Holland's Magazine, Theatre Magazine, People's Home Journal, Housewife, Today's Magazine, Pictorial Review, McCall's Magazine, Pictorial Review, McCall's Magazine, Pictorial Review, McCall's Magazine, Semi-Monthly Magazine, Cosmopolitan, Good Housekeeping, Vanity Fair, Hearst's Magazine, Cosmopolitan, Good Housekeeping, Vanity Fair, Hearst's Magazine, Pacific Coast Merchant, Twin City Commercial Bulletin, Vogue, Harper's Bazar, Le Costume Royale, Elite Styles, L'Art De La Mode, Globe Fashion Book, Smart Styles, Le Bon Ton, Nugent's Bulletin, American Cloak & Suit Review, Dry Goods Economist, Dry Goods, Dry Goods Reporter, Dry Goodsman, Woman's Wear, Merchants' Journal & Commerce, Cleveland Trade Bulletin, Merchants' & Manufacturers' Journal, Fabrics, Fancy Goods & Notions, Retail Clerks' International Advocate.

Dumars and Grim Join Leslie-Judge

Gerald Dumars, formerly with the advertising department of Doubleday, Page & Co., is now with the Leslie-Judge

Company.

Elwood Grim, recently associated with Arts and Decorations, the Architectural Record and Town and Country, has joined the advertising staff of the Leslie-Judge Company.

The San Francisco Examiner Printed More Than Ten Million Lines of Advertising in 1913

IN 1913 THE EXAMINER printed 10,381,070 lines of advertising, or 4,236,050 lines more than the second San Francisco paper. This achievement will be appreciated better when it is observed, from the figures below, that in printing this immense total, THE EXAMINER practically equaled the combined totals of the second and third newspapers.

The Examiner	Classified Agate Lines 4,442,466		Total Lines 10,381,070
Second Paper	1,862,630	4,282,390	6,145,020
Third Paper	555,030	4,173,764	4,728,794

Nothing Succeeds Like Circulation

Daily Over 120,000

ony

Sunday Over **225,000**

M. D. HUNTON 220 Fifth Avenue New York W. H. WILSON 909 Hearst Bldg. Chicago

WOMAN'S WORLD is edited

By Charles Dwyer

for the homes in the small towns and rural districts

1,742,383 Woman's World subscribers—out of more than two million—live in towns of less than twenty-five thousand population.

—where the larger and more prosperous half of the American people live.

63 million of our 92 million population is in the towns of twenty-five thousand population and less. And the average family has more money to spend than the average family in the big city where are to be found the extremes of wealth, among a few, and poverty, among the many.

WOMAN'S WORLD has more than two million subscribers.

2.086,276 subscribers—paid-in-advance yearly subscribers. Woman's World is not sold on the newsstands.

because it is successfully edited for this small town constituency—with a thorough, sympathetic understanding of the people and their manner of living.

A home publication to be really helpful to a woman as her "trade-paper", must deal with the conditions of her own daily life. This helpfulness depends on the editor's sympathetic knowledge of where his readers live and how they live. Mr. Dwyer knows his readers and that is why the women of the small towns prefer Woman's World to any other woman's magnizine.

There is no other publication with enough circulation to be really effective

Womay's Womlo goes into one home in every seven or eight in the small town field. This is sufficient circulation to produce efficient results for your advertising. Publications with even a larger percentage of small town circulation (if there are any such publications) may not have a SUFFICIENT number of readers to be effective in creating a demand on the small town stores and general stores. But 1,742,383 subscribers IS a sufficient number.

that is so directly addressed to the homes in the small towns as WOMAN'S WORLD and, therefore, so powerful an influence in that field.

WOMAN'S WORLD
CHICAGO

Government's New Bureaus of Trade Information

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"Branch Offices" of Bureau of Foreign and Domestic Commerce Being Established in Several Cities—Will Facilitate Examination of New Business Opportunities by Manufacturers

Special Washington Correspondence

To get closer to the manufacturing interests of the country with business building information, the Federal Government is establishing in four leading cities "branch offices" of the Bureau of Foreign and Domestic Commerce.

An office has already been opened in New York City, and by the time this issue reaches our readers similar information bureaus will, it is expected, be in operation in Chicago, San Francisco and New Orleans. It is not the present intention to extend this chain, although officials at Washington say that this may be done later if business men in other cities request it and it is found that this localizing of the trade promotion work of the bureau is practicably helpful.

BUREAU ORGANIZATIONS

Each of the four bureaus is in charge of an experienced member of the staff of the bureau, designated officially as a "commercial agent."
George W. Doonan has the office at Room 337, Custom House, New York; Edwin E. Judd has just arrived at the new neadquarters at the Association of Commerce in New Orleans; H. H. Garver is at the bureau in the Otis Building, 10 South La Salle Street, Chicago, and E. E. Thayer will pursue this form of missionary work at the Custom House in San Francisco.

The purpose of this latest extension of the operations of the

The purpose of this latest extension of the operations of the Department of Commerce is manifold. First of all, it will provide in each of the cities named an office where manufacturers may examine the plans and specifications of prospective contracts or other business opportunities uncovered by the bureau. Similarly, if will afford opportunities for first-hand examination, without the necessity of a journey to Washington, of the various "exhibits" sent home by consular officers and commercial attachés for the benefit of American manufacturers.

When, as frequently happens, there is to be delay in the publication of information as to trade conditions, openings for business, etc., gathered by the bureau, this data in manuscript form will be sent successively to each of the four information offices, so that manufacturers can have access to it without the necessity of waiting until the material appears in an official report or other printed form.

CONSULS WILL BE IN TOUCH WITH BUREAUS

An arrangement has also been perfected whereby United States consular officers who are in this country on leaves of absence will visit the information bureaus as convenience permits, and will make them places for meeting the representatives of business houses who may desire to cultivate business in the particular foreign field in which the consuls reside. Due notice will be given in advance of these consular visits through the daily consular and trade reports of the Bureau of Foreign and Domestic Commerce; through special notices to business houses which may have filed their names with that bureau as interested in that special foreign field, and through advices sent to the trade and commercial organizations of the city and the district in which the office is located. At the newly established New York office, recently, representatives of twentytwo different manufacturing firms interested in a particular field called upon the consul from that district who was temporarily in the metropolis.

Similarly, the traveling special commercial agents who represent the Department of Commerce on roving commissions for trade investigation will from time to time put in an appearance at each of the new branches and place personally before business men of the

respective communities the facts they have obtained in their

studies.

The officials at Washington figure that the system of branch offices will not only enable the bureau to render more direct and more beneficial service to the business interests of the country, but will also promote the efficiency of the Federal organization. This will be accomplished by giving to consuls and commercial agents through this practical, personal touch with business men a clearer idea of what information manufacturers need. It is argued that it ought to promote more intelligent and closer co-operation for trade development. The new bureaus will have available to business men various Governmental reference publications, such as the newspaper directories issued by the Bureau of Foreign and Domestic Commerce.

Women as Farm Paper Helps

THE IOWA FARMER.

DES MOINES, IA., Jan. 3, 1914.

Editor of PRINTERS' INK:

I was very much interested in the Government investigation of the "Wants of Women on Country's Farms" published in PRINTERS' INK December 25 for the reason that I have always been a firm believer that the woman on the a firm believer that the woman on the farm was one of the best helps a farm paper had, especially from an advertising standpoint, because I always thought she was a more careful reader of the paper as regards advertising as well as

reading matter than a man.

'In order to prove this: We find our pattern pages, which appeal directly to the woman, attract more replies for the space used than any other matter in the

paper. paper.

I think one reason for this careful inquiry on the part of the woman on the farm is that she is trying to find devices that will better her condition or cheapen her purchases the same as the woman in the town picks up her daily paper and carefully scrutinizes the advertising pages.

One of the greatest hardships in my rection that the woman on the farm

One of the greatest hardsnips in my notion that the woman on the farm has to put up with is the lack of social pleasures that come to her city sister. This is caused, perhaps, more extensively on account or the inconvenience of getting from house to house with the ease with which it is done in town, so that the advertiser, in my judgment. the ease with which it is done in town, so that the advertiser, in my judgment, who watches these signs of the times among the country women and who can see them every day if he visits the country homes in this state, will sooner or later adjust his campaign for publicity along the lines of things that are directly of interest to a woman who is obliged to spend most of her time in a

country home.

I will certainly feel very much interested in reading this pamphlet when the Government puts it out as I think it will bring forth a great deal of valuable information not only to the publishers of farm papers, but to the great many manufacturers and advertisers the country over.

CHAS. H. CLARKE, Advertising Manager,

When Consumers Feast at Manufacturers' Expense

Once each year the firm of A. M. Routh & Son, at Hiattville, Kans., a town of 235 people in Bourbon County,

town of 250 people in Bourbon County, Kans., gives its anniversary dinner party, says The Merchants' Journal. On that day, no effort is made to sell goods, but everything possible is done to entertain the people who come

done to the store.

One feature of the day is a free dinner, and it is a good deal of an undertaking for a store to extend a free-for-all invitation to dinner, even once a year

Incidentally, the firm of Routh & Son uses its anniversary party as sort of a "demonstration day." Food manua "demonstration day." Food manufacturers who want to contribute to-ward the entertainment of the crowd are invited to come and give a demonstration of their goods and take orders for future delivery. In this way the Routh firm gets some assistance in feeding the big crowd of hungry farmers which flocks to Hiattville.

November 29 was anniversary day this year, and Mr. Routh says of the event:

"The day was very stormy, either misting or raining all day, and this "The day was very stormy, either misting or raining all day, and this no doubt kept many away. But we registered 611 guests. We had a clerk stationed near the door who registered the name of each person to enter, and gave to each a card. This card, when presented at the desk, was good for a souvenir. To each woman we gave a plate, to each young Miss a cup and saucer (or plate) and to each man or boy a pocket purse or pocket comb."

Certain Prizes Held a Lottery

The county attorney of Grant County, The county attorney of Grant County, Oklahoma, declares that contests for prizes, in which buyers are given tickets in proportion to the amount of goods they buy is in violation of the gambling laws of Oklahoma, will no longer be tolerated. These contests have been frequent in Oklahoma, and were conducted by merchants and newspapers. The punishment includes both fine and imprisonment. The prizes were automobiles, diamonds and even houses and

M. I. Rubincam, who until recently conducted the Rubincam Advertising Agency of Philadelphia, and who was a few years ago connected with the Philadelphia Evening Telegraph, has returned to the advertising staff of that newspaper.

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Statement by HENRY L. VONDERLIETH For Five Years Circulation Manager of McCall's Magazine NOW

Circulation Manager of



January 15, 1914.

84.132 paid-in-advance subscriptions for TODAY'S MAGAZINE were received by us in one month, December, 1913.

11.300 paid-in-advance subscriptions for TODAY'S were received in one day last month. This exceeds the best daily record I ever had on any magazine.

Aside from this splendid <u>numerical</u> showing, it is significant that the great majority of these subscribers purchased TODAY'S alone at the full subscription price of 50 cents; the production from "clubs" was comparatively small. The net per sub to us on most of these subscriptions was 33 cents each.

I account for this showing by no means entirely because of sound circulation methods. The intrinsic merit of TODAY'S, the fact that there is a genuine reader interest and an immediate response when the strong features of the Magazine are pointed out, is a most important factor.

It being well known that the two principal factors that make advertising in a magazine productive for the advertiser are

- (A) Readers buying a magazine on its merits, and
- (B) Having in that magazine the editorial features that insure each number being carefully read

I am confident that TODAY'S will be very well spoken of by advertisers in 1914. In fact, I predict that considering dollar for dollar expended TODAY'S in 1914 will pay Advertisers better than any other magazine in our field, with the possible exception of one magazine on mail order accounts.

Hung & Vondulith

Circulation Manager Today's Magazine

Toot-Toot! All Aboard for the Prosperity Special

It's bound to be a great year.

Everywhere is found the spirit of optimism. Bankers, Capitalists, Lawmakers, Manufacturers, Merchants, in public and private utterances, show a confidence in the steady opening of trade.

Greater prosperity is coming.

A forward movement in trade and commerce invites manufacturing on a larger scale, which in turn calls for additional power equipment. We can look to a brisk buying in boilers, engines, condensers, pumps, packings, lubricants, and other power plant machinery and appliances.

PRACTICAL ENGINEER

(Semi-Monthly)

offers the quickest, surest medium through which you can tell your story to the real people of

the power plant field.

It is read by 22,500 Engineers, Superintendents, Master Mechanics, Managers, etc.—the men who either buy or control the buying for their plants. These men are paid subscribers; practical men who take Practical Engineer because it treats their daily problems in a practical way.

Tell them about your product through its advertising pages. Get in on the business growth. Write for statement of circulation by states, and rates.

Technical Publishing Company 537 So. Dearborn Street Chicago, Ill.

Injunction in Closed-Crotch Union Suit Case

HE United States District Court for the Eastern District of Wisconsin granted an injunction, December 23, against the Cooper Underwear Company, Ke-nosha, Wisconsin, restraining the latter from issuing advertisements and circulars to the trade threatening infringement proceedings under patents issued or applied for on closed-crotch union suits. The underwear trade has been disturbed for some time by tradepaper advertisements and circulars issued by the Cooper Underwear Company, making broad claims as to its patent rights, and warning dealers not to handle underwear of the closed-crotch type unless of its manufacture or manufactured by one of its li-censees. The Atlas Underwear censees. Company, Piqua, Ohio, brought suit for an injunction, claiming that its trade was being demoral-ized and intimidated by such threats. The injunction was granted on the ground that while the Cooper Underwear Company had an undisputed right to institute infringement proceedings under any patent held by it, it had no right to use its patents as a cover or cloak under which to wage competitive warfare.

Why He Didn't Sell Prince Albert

AlDert
Under the heading "Too Good to Keep," Prince Albert recently featured the following in double column space.
"We recently got a letter from a vacationist up in Maine. He tells how he called on the little general store for Prince Albert. Ezekiah said he dida't keep it. "But why do you fall for these just-as-good brands?" he was asked. "Waal." said Ezekiah, "I used ter keep that there Prince Albert, but the fellers bought it so fast I was always out of it, so I thought I might as well not carry it."

Truly Rural Want Ad

From the Stewardson, Ill., Chipper:
"I will pay \$5 for evidence that will
convict the person who stole my hay
fork, chopped a hole in my barn floor,
and tried to steal honev from my hives
(but were chased off by the bees) on
my farm, west of town.—Samuri

Tells His Advertising Story

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J. M. Boyle, proprietor of the Eureka Laundry of Houston, Texas, tells an interesting advertising story. He is one of the largest users of newspaper space in the country for laundry advertising, He says, "I started with a small hand in the country for laundry advertising. He says, "I started with a small hand laundry nine years ago, carrying a three-inch single column ad in two papers for about five years. During these five years if I ever secured a single customer through my advertising I did not know it. Being convinced that if I wished to succeed I must advertise in a big way or do something unusual to let the people know I was in business, and having come to the conclusion that small space for a laundry was wasted, I decided to try larger space." Mr. Boyle now uses a space seven inches deep clear across the page, sometimes larger, three times a week, and his business is said to have increased 200 per cent in two years. He uses a great many slogans and clever phrases, and has also created an advertising character which is known as "Miss Eureka." She is very popular in Houston. Mr. Boyle believes in using his space to tell the people something interestives. Mr. Boyle believes in using his space to tell the people something interesting. For instance, here are some of the things he says: "Remember—we mend your clothes"; "A laundry or cleaning package left at our office before nine o'clock any morning will be ready for you at 6.30 the same evening without extra charge"; "We make your linen last longer," etc.

Credit to the Advertising Agents

M. C. MIGEL & COMPANY.
Silk Manufacturers.
New York, Dec. 31, 1918.
Editor of PRINTERS INK:

Editor of PRINTERS' INK:

As advertisers, we desire to commend your excellent editorial on the agency situation, which appears in your journal this week.

We believe that those who criticise good agency practice must have a limited agency acquaintance, and we wonder why they don't look around a bit. Certainly they need not go far to discover advertising agents who can construct campaigns of genuine selling power, of great investment value to the advertiser. advertiser.

We join you heartily in your evident intention to give credit where credit is With compliments of the season, we

M. C. MIGEL & Co.

"Pow-Wow" Won't Solicit Ads

The Pow-Wow, an organ to be issued by the Kansas City Ad Club, made its bow on January 5. The first edition of the Pow-Wow contained but four pages. George L. Cartlich, advertising manager of Woolf Brothers, is editor, and Clarence A. Falls, of the Schooley Stationery Company, business manager. Newspapers and other periodicals will sof be solicited for advertising in the Pow-Wow.



Lessons for Managers in Salesmen's Ways

Some Principles of Salesmanship-The Importance of Making Business Relations Agreeable Inside and Outside the Organization-How to Sell One's Services and Keep Them Sold

S TERLING H. BUNNELL, engineer-in chief of the Griscom-Spencer Company, Massilon, Ohio, has some clearly defined ideas in regard to salesmanship. In The Iron Age for January 1 Mr. Bunnell sets forth these ideas in an article entitled Prime Principles of Salesman-ship." Mr. Bunnell very adroitly leads up to the conclusion that many of the "men-higher-up" could profit by patterning their business actions under certain circumstances after the course which would be pursued by a good salesman under similar circumstances.

At the start of the article in The Iron Age reference is made to the scientific management wave which spread over the country not long ago. The vast improvement in advertising within a short time is commented upon and then Mr. Bunnell takes up salesmanship

and says:

In its broadest sense, salesmanship should be studied, developed and acquired by every one, for the principles of action which make the salesman successful are the same which make the business life worth living and the day's work attractive. The man inside the organization can be personally agreeable or not, and yet he may perform the task for which he is employed. He may be an unpleasant associate, and yet the work may go on just the same. But the man in the front row must look to his method of meeting his fellow men whom he would influence and impress. He has goods to sell, which they need to buy; service to offer, which they want to use. If he makes his offer unattractive, an-other and an attractive tender will get the business. If he fails

to set forth all the advantages of his line of goods he must accept a price reduced in proportion to his failure. His whole job is the putting of his case in the best possible light.

The conception of salesmanship as a science every one should understand and practice is one that is just beginning to be grasped. The art of presenting goods in the most attractive manner is just as useful for the man who has service to sell as for the man who is marketing machines or builder's materials. men, feeling sure that the goods they offer are something which the buyers must have, will not take the slightest trouble to make trading with them agreeable. They keep their trade accordingly just as long as their customers cannot find a substitute, and lose it just as soon as real salesmen with good substitutes come along; for no man will deal with disagreeable associates if he can find others.

WHEN A MAN'S JOB IS SECURE

The same rules apply to the relations of every individual with every other. Each man's job is secure only so long as no one appears who makes a convincing offer to do it better or cheaper. To get his chances, the newcomer must first make the convincing offer, and then be prepared to deliver the goods according to promise. To hold one's position needs the same qualifications in the reverse order; first the ability to do the required work, and then, care in doing the work so as to get full credit for its excellence. Good paper and cord induce many a purchaser to pay an extra price for the things wrapped up in them. Success generally comes to the man who does good work and dresses up that work attractively, while want of success is often due to nothing more than failure to turn out good work with an attractive outside finish.

Much of the good salesman's thought goes to making friend-ships and keeping them in good repair. Friends are the saleses of accept on to

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Dry Goods Advertising Supremacy!

Dry Goods Merchants of New York during 1913 gave the New York American a greater volume of Dry Goods Advertising than any other New York Morning and Sunday Newspaper.

The New York American during the past year led all its competitors in amount of Dry Goods Advertising published with a Total of

3,773,628 Lines

The wisest buyer of newspaper advertising space is the Dry Goods Merchant. Because he advertises today to get results today. Because he advertises day in and day out, year in and year out. He thus becomes more intimately acquainted with the results produced by the various newspapers than any other class of advertiser.

He is just as wise who profits by the Dry Goods Merchant's Experience

New York American

GREATEST QUALITY - QUANTITY CIRCULATION MORE THAN 280,000 DAILY—OVER 750,000 SUNDAY

man's capital. He can keep his capital principally in his particu-lar line of business; or he can even reinvest it without much loss, if he changes his position to another business house. The first thing he does when meeting a prospective customer is to estabfriendly relations. buyer always prefers to deal with a man he can trust, and whom can he trust other than a friend? The salesman, therefore, begins by studying the buyer's lines of thought and suiting his own to them. If one of the two men has many human interests, the other is almost sure to have one or more in common. Whether sport, business, philanthropy or politics, a basis of friendship is found, and a structure as broad as possible is built up. While friendly relations are maintained, few if any serious disputes can arise. The buyer will listen to the arguments of the seller and give them every consideration, while the seller will observe the needs of the buyer, and try to satisfy them in character and quantity from the line he wants to sell.

The establishment of the friendly relation is the particular feature of good salesmanship which men not salesmen by calling are likely to neglect in their daily work. It is interesting to analyze the methods of men who are successful in difficult work, like the erection of machinery, where they stand between two different interests. The erecting man knows his materials, methods and men, and knows that they are as good as his employer could make them under the conditions. He knows also that the buyer of the apparatus has no very close familiarity with the work previously done, and will naturally watch critically to see that his interests are protected. The one thing the erecting man can do is to make friends with the buyer's representatives and employees, one and all, for the goods will be judged very much in the same light as the maker's representative is regarded. It pays the seller, therefore, to have his outside men devote time and effort to establishing

cordial relations with those with whom they come in contact; but it is, after all, the outside men themselves who gain the most from their relations with the men they meet.

Even within the factory walls, every man, from manager down. will help to increase his own measure of reward by looking carefully to his relations with the others. Good salesmen cannot afford to have enemies. Every such a one is a lost customer, whose business brings no commission or salary increase to the salesman. Unfriendly relations with other men are an expensive luxury which few can afford. One very successful manager says that he would invariably discharge the man whose associates desire that action; the loss of his abilities would not equal the gain to the pleasant relations of the force. The practice is worthy of careful It costs money consideration. for a man to change because he has let his existing job get unbearable. Dollars for advertising, hours in writing letters, answering inquiries and making calls, might better be saved by proper effort devoted to making the present job agreeable.

THE VITAL PROCESS OF SELLING ONE'S SERVICES

When a change must be made, the first care should be given to the principles of good salesmanship. The concern with a posi-tion vacant wants to fill it, and the official who has the matter in hand would rather find the first man satisfactory than wait to consider qualifications of a hundred following men. To sell one's own services well is not easy, because moderation in claiming ability happens to be conventional -though most inconveniently so in the case of a man applying for a job. But the friendly relation is always the first principle of salesmanship; and the man who can strike the right note, with the due regard to the necessary relation of employer and employee, does much toward strengthening the advantage given him by his skill in the kind of work required.

In leaving a job, as in taking another, the retention of friendship is worth while, even if one has been badly treated. A man gains nothing by making his employer glad to see him go. The better course for his own selfrespect would be to manage the departure so as to leave behind a sense of regret at losing a good

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Managers are generally more ready than are workmen to read and listen to new theories and methods connected with their daily work. How far they are profiting by adopting good ideas from the salesman's ways of work is evident in many ways. One is the "safety first" movement, which, while it tends to save part of the heavy cost of accidents, is of more value in promoting a feeling on the part of the worker that his soundness in life and limb is a matter of interest to his employer. Another is the quotation of dispassionate articles on railroad necessities, in the time table folders of the more important

lines. The traveling public thus acquires knowledge of the railroad's difficulties and sympathy for those who are trying to solve them. When every man applies the same policy of interesting himself in what others think of him and his work, the business world will have gone a long way toward the time when good fellowship will not be found mostly in the front rank of the sales department.

Says Definitions Are Too Diffuse

THE AMERICAN JERSEY CATTLE CLUB-NEW YORK, Jan. 6, 1914. Editor of PRINTERS' INK:

I was much interested in the definitions of advertising which have lately appeared in PRINTERS' INK. I did not notice all of them, but those I did notice seemed to me open to the criticism of being either too diffuse or not comprehensive enough.

I thought I would try my hand—or head, rather—at a definition, and sub-

head, rather—at a definition, and sub-mit to you the following: Advertising.—All effort to create or stimulate public desire for some particu-lar thing.

R. M. Gow, Secretary.

COLLIN ARMSTRONG

Advertising & Sales Service 115 Broadway, New York

Our service includes every phase of sales promotion from the formulation and direction of policy and method to the preparation and insertion of advertisements.

Change in Showing Samples of Goods to Dealers

Jobbers Showing Interest in the "Omaha Idea" of Uniform Methods—Need of Bettering Personnel of Salesmen—Photographs and Fabric Swatches Instead of Trunks

From the New York Journal of Com-

T HAT jobbers and wholesalers of dry goods and the related lines of manufactured goods, sweaters, duck coats, overalls, ladies' furnishings, notions, shirts, etc., are now keenly alive to the very urgent necessity of radically reforming their present crude sampling methods is evidenced by the nation-wide interest shown in an article on the "Omaha Idea" of sampling dry goods, published in these columns a couple of weeks ago, telling of a convention of Western wholesale dry goods merchants which had recently been held in Omaha to consider this subject.

The wholesale dry goods trade has noticed with alarm that for the past few years it was failing to attract and hold the character of traveling salesmen who are really absolutely essential to its

continued development.

Bright, active salesmen can hardly be blamed for shirking from the back-breaking, time-consuming task of packing and unpacking 10, 12 or 14 trunks of selling samples, when the representatives of other mercantile lines, such as furniture, hardware, queensware, groceries, boots and shoes and dry goods specialties, with one or two trunks, were equally or more successful.

The best thought of the dry goods trade has been focused on this problem of distribution for some time, and particularly so during the present lean years, and while all have been of the same opinion regarding the present awkward, wasteful and extravagant methods, very little

progress in the direction of genuine reform has been made up to this time.

The new movement coming out of the West, showing ready-made lines, such as shirtwaists, kimonos, bath robes, flannel gowns, sun bonnets, sheepskin coats, mackinaws, shirts, underwear, umbrelas, overalls, pants, bedspreads, blankets and numerous other bulky lines by well executed photographs and fabric swatches, is in the judgment of some well informed merchants to work a revolution in the wholesaling and jobbing of dry goods.

Most of the Western houses have taken hold of the new idea with enthusiasm and several of them have already built their own photographic studios. They find that having a studio of their own has not only the advantage of economy, but on account of its accessibility to the department managers, puts the new department in much closer touch with those who are responsible for the merchandising end of the busi-

ness.

The question of sampling has too long been allowed to "take care of itself" in every jobbing house in the country, and it has been rather the exception to have this very important end of the business under the direction of a capable man who is not only a master of the myriad of details which go with intelligent sampling, but who himself knew the selling game well enough to know how and when or when not to feature the multitude of samples which were crowded to him from every department.

Some houses still continue to send their general line salesmen on the road with full pairs of blankets, full bedspreads, large samples of lace curtains, and large samples of comforts, etc., while other houses of equally good standing in their section of the country represent these same items by small swatches, with

cuts to show design.

The demands for more efficient methods of sampling were never more urgent than now, and it seems as if dry goods jobbers

Smulan Magazine



IT is always pleasant to start the New Year well and we are glad to announce that the January 1914 issues show a 25% gain—as compared with January 1913.

Rex Beach, Sir Gilbert Parker, F. Hopkinson Smith, Geo. Randolph Chester, Jack London, Gouverneur Morris, Geo. Barr McCutcheon and other writers of equal ability and reputation are featured regularly and their stories are illustrated by such popular artists as James Montgomery Flagg, Harrison Fisher, May Wilson Preston and Hamilton King.

Ene Block Inc.

New York

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everywhere should not allow one season to go into another without giving the new ideas of sampling their very earnest consideration.

If a few leading concerns in every section will enlist in the new movement it will not take any time at all to make the plan of showing garments by swatch and photograph the standard for

the entire trade.

The change will be just as complete as it has been in the clothing business, or in the change from the days of the heavily burdened one-night-stand theatrical company which carried a baggage car of baggage, to the present day, when a better entertainment is given by a moving picture theatre, whose "show" travels by express.

While the saving in excess baggage and drayage, and loss on salesmen's samples is a huge item with every jobbing house, this is nothing compared to the extent to which simplified sampling will increase the efficiency of every salesman who carries a general

line of dry goods.

Advertising to Keep Buyers Satisfied

LEE TIRE & RUBBER Co. CONSHOHOCKEN, PA., Dec. 29, 1913. Editor of PRINTERS' INK:

Editor of PRINTERS' INK:

In your December 25 issue, Maurice
Elgutter writes of the effect that advertising has on folks who have already
bought. This angle, it seems to us,
might be dwelt upon to some extent—
at least we "believe in it."

One of our products is a punctureproof pneumatic tire. A big percentage
of automobile owners are very skentical

proof pneumatic tire. A big percentage of automobile owners are very skeptical when you begin to talk "puncture-proof," in view of past experience, perhaps with "fillers" and other substitutes for air. Even though we give the word "puneumatic" equal prominence with "puncture-proof," we know there with "puncture-proof," we know there are a great many doubting Thomases. "Too good to be true," one says. Then, when he goes to see our dealer and examines the cross-section and sees the steel discs beneath the tread, which make the tire puncture-proof, he says "must heat up something awful." The dealer explains away the objection, shows records of service, unsolicited letters from satisfied users and our man buys. Chances are, though, that he leaves the store with a chip on his shoulder. He has been hoping for some sort of satisfactory remedy for punctures and this looks as though it might be it, so he has bought—but he has no yet been thoroughly sold on the proposiyet been thoroughly sold on the proposi-tion. He's going to make you prove up.

Now if from that day on this man never saw another Lee puncture-proof never saw another Lee puncture-proof pneumatic tire advertisement, he would blame that "new-fangled" tire for every-tire trouble he might have, but he sees our continued advertising in quite a number of the magazines. He reads our varied sales talk and, we are convinced, he becomes more and more satisfied with his purchase. He begins to realize what it really means in the way of contents. his purchase. He begins to realize what it really means in the way of contentment of mind not to have to worry in anticipation of a puncture and the work and delay incident to it. He begins to enjoy his puncture-proof equipment—and the first thing you know he begins to boost. This boosting point might not have been reached as far as this particular customer is concerned if we had not continued to talk to him through the magazines about the tires

on his car.

The writer, up until about two years ago, smoked Tuxedo tobacco in a pipe. The heavy (and attractive) Prince Albert advertising won him over to P. A.

About six months ago the Fatima cigarette copy got him started on "Fat Emmas." Now, it's mostly the latter, with an occasional fall-back on to P. A. If it were not for the more or less constant (and excellent) Fatima reminders, I believe the P. A. filled pipe would be most satisfactory—(anti-cigarette league

please note).

The advertising keeps up the appetite.

H. M. Appleagare, Advertising Mgr.

A Recipe for Making Good

A Kecipe for Making Good

As a man's knowledge broadens to understand the relations between his own special work and the work of other departments, says the Texaco Star, he tends to become inventive. He will probably see means of improving a method or process, some economy that could be effected, some difficulty in inter-departmental relations that could be smoothed away. Every time he succeds in securing any such advantage, his interest in his work and his self-confidence are increased. He grows. As soon as he begins to accept or to gather information beyond the special As soon as ne begins to accept or agather information beyond the special task entrusted to him, such growth begins in him. And when such growth begins, a man always wants more and more knowledge. He becomes absorbed in a satisfying pursuit. His part in the business will never be monotonous. Both that part and the entire business will be alive with interest,

Chicago Sees New Trade Figure

new advertising character which A new advertising character which promises to become popular in the Chicago field is "The Schulze Bread Boy." The boy is being given a winning personality by appearing at various times in the newspapers and street cars. During the builder season he was sixtuad ing the holiday season he was pictured running with a huge loaf of bread and saying, "I Wish You and Your Family a Merry, Merry Christmas." This little character has received much favorable attention.

Understatement

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IN A ROOM FULL OF SHOUTERS
no voice carries very far. One is reminded of this simple fact in reading the words used by Thomas Hardy, England's greatest living novelist, in welcoming M. Anatole France. Mr. Hardy welcomed the Frenchman as a writer

faithful to the principles that make for permanence, who never forgets the value of organic form and symmetry, the force of reserves, and the emphasis of understatement.

"The emphasis of understatement." *

Can you think of a better motto to bear in mind when buying circulation—when observing the face value of comparative figures?

Figures talk but—before listening to their voices, get behind them and see what their talk is based on. Are the figures based on "the principles that make for permanence," or on the violations of such principles?

The "organic form" of any line or circulation statement should be fundamentally right and based on *truth*. Only then do figures count.

"The force of reserves" has a real significance as applied to Collier's circulation.

"The emphasis of understatement" characterizes Collier's statements and is the spirit backing this page.

P · F · COLLIER & SON, Inc.

M. G. J. Hammesfuln Manager Advartising Department

^{*} Quoted from Collier's Editorial page, issue of January 17, 1914.

The 10th Garden Annual

Appears March 7, '14

No issue is regarded with more favor by our subscribers and by

advertisers generally than the Garden Annual.

Not a Special Number

but the regular issue of March 7. 1914, greatly enlarged, reaching our subscribers just before the beginning of their spring work on the



Northwest Farmstead

100,000 Circulation farm. It will contain valuable, timely and authoritative articles covering every phase of farm and garden work, by the foremost writers on these lines and will serve as a veritable encyclopedia of reference for all our readers with its practical and

The leading articles by famous authorities make Orange Judd Weeklies' Garden Annual intensely interesting to our readers, and therefore valuable to our advertisers.

instructive suggestions on how to make the farm and garden even more productive than in the past.

It will give your advertising a strong impelus toward securing your share of the business of the 480,000 prosperous, ready-buying farm families reached by this feature number.



125,000 Circulation

The Leaders of the Veek

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Be Sure You Have the Garden Annual of

ORANGE JUDD COM Headquarters: 315 fe th A

1209 Peoples Gas Bldg., Chicago, Ill. 6th Floor, Oneida Bldg., Minneapile

hual of Orange Judd Weeklies

Forms Close Feb. 23

There is no other issue that has so long

an existence, so passed about and so carefully read, for we tell of



of farmers, gardeners.truckers-men and womenwho are making big assured incomes. We give as well the interesting news about the science



ers of the Veekly Farm Press

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and practice of agriculture-all practical and detailed enough to be of real help. We show our readers the mistakes to be avoided, the best proved methods, all written in clear, concise, common-sense English which "gets under the skin" spurring our readers on to better farming, better living, more scientific management, the employment of more efficient methods.

Our subscribers are glad to act upon the buying suggestions in its advertising columns because of their absolute confidence in our advertisers' reliability.

The Garden Annual is used liberally by the shrewdest general as well as by the leading agricultural advertisers.

Orange Judd Weeklies on Your Schedule

CMPANY, Publishers

908 Candler Bldg., Atlanta, Ga.

Myrick Bldg., Springfield, Mass.

A Message From the South

By John Temple Graves

TO those who read Printers' Ink, and believe in its abundant use as an agency of prosperity, I have to say that the South is entering upon its Augustan age of prosperity and glory.

Every possible condition in this favored situation is reached with promise of a greater growth and a larger prosperity than it has ever known before. The location of the Panama Canal makes these gulf and southeastern states almost the exact geographical center of the world of trade.

The conditions of soil, climate and produce are being met everywhere now by a spirit of political and religious toleration, and a social kindliness that make life in the South as pleasant to a newcomer as well as to those

to the manor born.

Nothing in the last decade has improved so much as the business conditions of the South, the financial methods of its banks, the care with which deposits are guarded and loans are made, the facilities for securing money, the integrity in the discharge of personal financial obligations, the development of the great spirit of giving first patronage to home produce and home industries, the marvelous developments in agriculture, which are making trained farmers out of the young men and young women of the Georgia fields.

All these things afford more and more a rich tide of wealth to flow in prosperity money into the greater cities, and make business fairly leap with fullness and confi-

dence.

Of all the cities in the South Atlanta best represents this new spirit and this new development. It is the political, social, railroad, insurance and banking capital of The New South.

The Atlanta Georgian and Sunday American have now become, in point of circulation and influence, the leading newspapers of the South. They are read daily by nearly twice as many people as read any other Southern newspaper, and they offer the highest possible medium of representing the merits of any enterprise or any article of commerce or consumption to the great and wonderful people of the rich and continually growing South.



Crooked Schemes That Beset Foreign Selling

Descriptions of Some Clever Games
That Have Been Played on Careless Americans Entering the Export Field—How the Crooks
Operate Around the Mediterranean and in South America

By Walter F. Wyman

Manager Export Dept., Carter's Ink Company, Boston, Mass.

WITH his first advertisement in an export paper, the manufacturer becomes a target for the fraudulently inclined.

These may be divided into the three broad classes. Those:

1. Endeavoring to secure goods without payment.

2. Offering valueless advertising space, and

3. Offering valueless service.
Of these, the first two offer the

greatest menace.

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Laying down as a rule that foreign credit risks should be based on the familiar three C's—capital, character and capability—and asserting as a fundamental truth that honesty is not a matter of boundaries, which, as Brother Kahler says, "are only put on maps to make them look pretty and are not worth consideration in seeking business," it is plain truth that the manufacturer shipping goods without investigation is not defrauded when not paid; he is simply an eleemosynary institution.

The situation is changed when organized efforts are made to secure goods by plausible fraud. Such were and are the tactics of the "Black Band" which infest the shores of the Mediterranean. A dozen united firms have persistently and successfully sought to defraud American manufacturers by using the others as refer-The methods they employ and the disguises under which they masquerade are legion. The known names can be secured from the National Association of Manufacturers or the Philadelphia Commercial Museum.

A Brazilian city can lay

just claim to the most carefully worked out plan to exact the last cent by petty fraud. The process used by three individuals there is simplicity that is akin to genius. A places a small order, giving B an alleged credit agency, as a ref-The letter and order erence. forms are elaborate and many firms ship the rush order without awaiting a reply from the reference given. In due time B reports most unfavorably and encloses bill for \$2, and A ignores all requests for payment. At this stage C, whose letterhead shows him to be a collection agency, offers his services to secure pay-ment of the account, and later reports that A has no assets and that bringing suit would be too expensive for the amount involved, and encloses bill for \$5. In case the order is held up, while B, the only reference, is written, the manufacturer gets the same highly unfavorable report and bill for \$2.

The whole procedure excites so little suspicion that firms have later actually placed good but slow-paying accounts in C's hands for collection, and used B to secure further commercial reports!

Every manufacturer should investigate most carefully firms in any foreign country bearing English titles. It is a sad commentary on the gullibility of American manufacturers that firms in Mexico should find it profitable to address their fake orders and letters to the presidents of manufacturing concerns without even a plausible excuse for so doing.

The usual text of such letters is based on catalogues secured under other names or on claimed previous introduction to the president at some trade gathering.

A SPECIAL PROPOSITION FROM EGYPT

From Egypt comes a scheme which will work invariably against manufacturers who do not watch carefully shipping marks on export house orders. The Egyptian firm presents proof of financial resources and solicits the sole agency under a contract, calling for the exclusive sale of the manufacturer's products in Egypt and

including a stipulation that it must buy a stiff amount the first year and steadily increasing amounts each succeeding year.

This agreement is naturally acceptable to many manufacturers, as the agent's capital is ample.

Simultaneously with the receipt of the manufacturer's signed contract the agent places an order for several thousand dollars' worth of goods, and follows this by a small order, accompanied with remittance under another name, through some New York commission house.

The moment the small order reaches Egypt he brings suit for breach of contract in a local court, using the smaller shipment as evidence, and attaches the large ship-

ment for damages.

As it is impossible to prove collusion and as there is an actual breach of contract and no way of definitely determining the actual damage, the result is the securing of the larger shipment by simply paying the court fees; and even in a perfectly honest court procedure there is no real ground for belief in the agent's fraudulent intent.

Just as long as manufacturers fail to distinguish between sight draft attached to bill of lading which makes payment due on receipt of goods and remittance with order which places cash in the hands of the manufacturer before shipment is made, the oft-exposed "sight-draft" game will

flourish.

OPERATIONS OF SIGHT-DRAFT GAME

Its operation is simplicity, and involves no legal risk by the presumed buyer. It consists of ordering such small quantities that the round-trip freight makes it too costly for the manufacturer to have the goods returned, and then of refusing to accept the sight draft. When the goods are sold for transportation and other charges, the original buyer's (?) agent secures them at bargain prices.

The defense against this is absurdly simple. Even if no credit data are available in this country, the city and trade directories will show length of residence, and in ninety-nine cases out of a hundred, five years' proved residence furnishes sufficient data on which to risk a sight-draft shipment. Shipment without at least this amount of knowledge of customers is not a risk, but a gift.

Valueless advertising space has many subdivisions, of which the most dangerous, because the most plausible, are the export magazines which never leave this country, the foreign magazines which are never printed, and local newspapers which issue only enough copies to send to advertisers and prospects.

FRAUDULENT EXPORT PAPERS

The best-equipped example of the domestic export journal was brought off in the Middle West in 1906. Prospective advertisers were first sent literature painting the possibilities of South American trade glowingly but truthfully. Then followed a series of excerpts from Government publications. Finally, an energetic and well-informed solicitor appeared with sample copies, rates and contracts. His keynote was circulation, and he produced bundle after bundle of forged agents' orders and remittances. Contracts were payable semi-yearly in advance, payments due on receipt of the first number of magazine bearing the firm's advertisement. No copy of that paper ever went outside the United States. Again the de-fense should have been simple. The advertiser should, of course, have investigated.

Perhaps the simplest export magazine fraud of all was the soliciting of advertisements by a German humorist who hever bothered to issue a magazine himself, but used the name of a well-known German export paper.

By the simple expedient of inserting a few pages by hand in each issue, he secured for the price of subscriptions to himself the basis to charge full advertising rates to his clients. Defense? Why not confirm contract direct to publishers?

"High-grade circulation" was the slogan of the solicitor for a

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with eyes on the vast and concentrated New York market cannot go astray by profiting from the experience of shrewd New York merchants. These men buy advertising as they do merchandise, on a cold-blooded "what-will-it-produce" basis, leaving nothing to chance or guess work.

New York Merchants Have Endorsed

THE NEW YORK HERALD

By Increasing Their 1913 Dry Goods Advertising More Than 10% Over 1912

ADVERTISERS

in doubt as to the logical New York medium will find a suggestion in this expression of approval. These men are on the ground, keep close tab on results and the minute a paper stops pulling it is promptly dropped. Many of these advertisers use the HERALD exclusively.

magazine whose headquarters were given as Rio. "It's the leader of Brazil and the advertising pages are read by every subscriber to keep in touch with the best articles made in the world." Yet, strangely enough, no one could be found in Brazil who had ever heard of it.

John Chapman, in a recent number of PRINTERS' INK, referred to fraudulent newspapers published in South America. These offer a direct and indirect menace, for not only do they operate direct by mail, but their names have appeared on agency lists and sched-ules submitted by reputable ad-

vertising agencies.

It is such a simple matter to lift the text of a local newspaper and fill in the advertising columns with fake local ads, and those of American manufacturers who listen to the lure of low rates! Of course, only enough copies are printed to send prospects and ad-The nearest United vertisers. States consul may be relied on to decide whether the proposition is

a fraud or a gamble.
In one of the West Indies five leading importers are behind a paper which, while not fraudulent, has necessarily so limited a circulation as to make it practically valueless and its rates exorbitant. These firms insist on an advertising allowance and give the other firms as references as to the value of their space. The combination of pressure often results in granting an advertising allowance, which is in fact only an additional dis-

CLEVER "COMBINATION" EXPORT SALESMEN

Beware of combination export salesmen whose references will not stand every test. One of our representatives met one able but dishonest salesman who carried seventeen sample trunks and used in each city only the three or four lines with the strongest local appeal. With seventeen firms each contributing one-sixth of his ex-penses, and his wide range of products, which let him get the cream of trade in each city he visited, he will continue to coin

money for himself and overlook the real markets that require introductory work for his clients until he oversteps and finally dec-

orates a cell.

The more dangerous fraud is the combination salesman who is just about to leave for Asia, South America or the Far East. He argues convincingly that you have nothing to lose-that his commissions are not to be paid him till the maker gets his money, traveling expenses to be paid at \$10 a week only on his return and in case several thousand dollars' worth of goods have been sold. Then he shows by clippings and documents that salesmen's licenses are required in various countries. ranging from \$25 to \$150, and as he brings in this point, after showing thorough knowledge of foreign conditions, and has yielded every point as regards commission and expenses, many firms have let him walk away with \$50 to \$500, never to hear from him again.

By sending remittances to ports of entry where licenses are required, and instructing the bank to make payment on proof of is-suance of license, one would avoid

this danger.

These remarks apply only to Honest combination crooks salesmen often enable a manufacturer to reach markets otherwise inaccessible, and by their thorough knowledge of conditions in every corner of the world are responsible for millions of dollars of exports by earning the respect of native buyers for American products and methods.

THE "DEVIL'S SALESMAN"

Fortunately for embryonic American exporters, the "devil's salesman" chose France for his victim. Under a score of aliases, usually beginning with "Paul," which caused his other nickname of "Twenty Pauls," he wove around the globe a web of alliances with crooks of every nationality. Representing over a hundred lines, his frauds can only be appreciated by citing a single instance showing his magnetic personality.

Presenting himself to a large cycle and motor car accessories company, he proved his wonderful knowledge of foreign countries by naming the city of every one of its customers as fast as their names were given. He then named correctly a dozen leading cities where it was not represented and gave the best dealers in each

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Securing the company's representation as its exclusive salesman in these countries, he was given a letter of credit for 25,000 francs, and at his request 10,000 francs was invested in advertising in imaginary papers in the Far East and India. Elaborate outfits of salable goods were sent to a dozen ports on his assurance that he could dispose of these readily, when on the ground, and letters of introduction were given to all customers on his route, calling him the firm's special agent.

In every port he would mix in with bona fide orders indents from his crooked crew of acquaintances, accompanying these with false bank references and urging prompt shipment on his personal knowledge of the worth of these firms, which were "newly founded" but "backed by ample capital." In every city he directed that all marine insurance be placed through imaginary companies, with advance payments.

His real stroke of genius was in Constantinople. Before leaving India he advised his firm that he would collect some personal debts in Turkey and have the proceeds cabled to it and directed that these should be turned over to his agent.

To every firm in Constantinople he explained that his firm was in urgent need of funds to cover payments for the company's new buildings and was offering 25 per cent for cash in advance sent by cable.

Let us draw the curtain over the result of this, repeated with the hundred other firms on his list.

CATALOGUE SCHEMES

Every year brings in a new crop of "catalogue schemes," rang-

ing from pretentious listings with every large importer and government bureau to beautifully issued annuals which are inadequately distributed, if at all.

One such plan, started in 1910, specialized on the oldest, largest and presumably wisest exporters in this country.

On the margin of a manifestly form letter they would write, "Our sales of _____ would surprise you," which, for a personal touch, would be hard to equal.

With no basis that would stand investigation, except that other reliable houses were signed up, twelve of the very best firms in the country went in. (The figure was given me as \$500 each.) Only a fortunate precaution saved us (yes, we were one of the twelve). Catalogue plans, however prettily worked out, in connection with house - to - house canvasses and sampling campaigns, are at their best inferior to personally handled introductory work, while the ease with which fraud may be prac-tised by the dishonest agents of honest houses specializing on these makes them inadvisable unless there is a possible method of checking.

One manufacturer of toilet preparations was victimized by a pair scarcely out of their teens whose export phrases were gained in clerical positions in a New York commission house.

TWO BUNCO MEN GET THOUSANDS

This pair offered to make a house-to-house canvass in several South American cities, representing that they could do this after They sehours and at odd times. cured a small salary and had shipments of samples consigned to them which ran up to several thousands of dollars. In collusion with a custom house clerk, they reshipped these back to a New Orleans jobber, who-innocently or not-paid them 50 per cent of their market value and sold them throughout Central This pair always care-America. fully secured money for the duties and clearance charges, which were never paid, and also for advertisements which were never

There is the "floating exposi-

tion" to be considered.

The plan includes the chartering of a steamer and renting space to manufacturers and, if needed, the furnishing of salesmen for trips to the various important South American ports.

As it is impossible to gauge the proper length of lay-over at each port, the natural reluctance of dealers to incur an unusual amount of obligations and the impossibility of simultaneously presenting a number of lines to the same dealer, nullify the advantage so alluring at first glance.

Let those who are inclined to think too highly of the plan estimate its cost to them and compare it with the infinitely better plan of sending their own salesman.

The so-called "development tours," or, as known to the initiated, "combination junkets," are to be criticised as self-deceptions, and not as organized efforts to

defraud.

With the awakening interest in exporting created by the Panama Canal, trade organizations (including those which are not even equipped to handle adequately their own export requirements as regards credit data and translafacilities) are promoting South American trips as the first step to intelligent development of a trade with our sister republics.

One of the latest is carefully routed over an incompleted railroad, and the number of business hours planned for in the cities en route is less than a salesman would spend in covering his regular trade in the important cities in

the Middle West.

Assuming that a party of 100 makes a trip, it is certain that their total expenditure, even on a hurried visit, would be well over This sum would equip and maintain an unrivaled export

organization.

So long as these journeys are presented as pleasure trips, with the excuse of business, they are honest propositions. When they are represented as better than a salesman's visit or more valuable

than information that can be gained at home through experts who have traveled intelligently and studied knowingly, they deserve to be looked upon with a

very sharp eye.

These concrete examples are not a warning against exporting, or against employing the many valuable aids offered through legitimate channels. The manufacturing exporter who remembers that precautions urged by common sense are as valuable abroad as at home dances without paying the fiddler.

Pictures of Nativity Appreciated

A novel and very agreeable surprise was furnished in all parts of this coun-try and Canada by the use of the billboards for Christmas purposes. A large and well-printed color picture of the Nativity stood out among all kinds of announcements of commodities. The picture was large enough to command attention; it was ten feet high and twice as long, and the shepherds and Magi and the Holy Family were represented in colors. Below were the words, "Ask your Sunday-school teacher to tell you the story.

The posters bearing this picture advertised nothing for sale; they announced the greatest gift in the history
of the world. They were put in place
by the action of the Poster Advertising
Association, where Association, whose purpose, as interpreted by its president, is to give all children, and especially handicapped children, inspiring pictures to stimulate the best that is in them. The association intends to go on with its beautiful work, the members meeting the expenses

work, the members meeting the expenses by personal contributions.

The Nativity poster was shown in every city in the United States and Canada which had a population of over three thousand. It is to be replaced later by a poster of President Grant, reproducing biographical scenes to illustrate the legend, "This is what one poor boy accomplished. How are you using your opportunities?" Advantage will be taken of Easter to reproduce another scene from the greatest story in the world.—The Outlook.

Paving Advertising in Chicago

The Paving Brick Publicity Bureau of Chicago has started an advertising campaign to assist the consumer inter-ested in paving. The copy describes the kind of brick for residence streets, for general highways, for traffic service and for house property. In order to drive these arguments home, a list of the names of well-known streets in outblished. These can called

streets is published. These are called "Chicago's Permanent Way Streets."
The public is requested to ask for information concerning any phase of paving streets.

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\$22,800.00'

-worth of space in the January 3rd issue of-

THE SATURDAY EVENING POST

—in advertisements ranging from a quarter-page to a double-page spread, was illustrated by the Charles Daniel Frey Company.

If you are interested in advertising pictures you will surely find it to your advantage to know about a service which is so important a factor in many of the largest and most successful national campaigns.

Write for our booklets and full information about our work.

If you will give us a statement of your requirements we will be pleased to submit our ideas in typewritten form, without obligation on your pars, or in sketch form at a nominal charge.

CHARLES DANIEL FREY COMPANY

Advertising Illustrations

Monroe Building
CHICAGO





Announcing the removal, January sixteenth, of our New York offices from 44-60 East Twenty-third Street to the entire tenth floor of building at 461 Fourth Avenue, N. E. corner Thirty-first Street.

A. W. SHAW COMPANY



To Resume Hearings on Oldfield Bill

Representative Oldfield Makes a Statement-Hearings to Be Less Extended Than Last Year-The Effect of Present Supreme Court Decisions on the New Bill-Are Patents Bottled Up?

Special Washington Correspondence HEARINGS of manufacturers on the Oldfield bill will be resumed in Washington shortly

after the middle of January. The first announcement of this

radical change of plan has been made to PRINTERS' INK by Representative Oldfield, author of the bill, and chairman of the Committee on Patents of the House of

Representatives. ered the decision not to hold any further hearings on the bill introduced by me amending the patent laws, and it is now the plan to begin another series of public hearings shortly after the middle

of January.
"I have not in hand many requests from manufacturers who desire to be heard, but I anticipate that we will have plenty of requests as soon as it becomes known that hearings are to be held. It had been my hope that it would not be necessary to devote further time to public discussion of the measure before the committee, and you may remem-ber that I so stated some time since, but circumstances have arisen which seem to make it advisable to reopen the subject in this way.

"It is not anticipated that the forthcoming hearings will need to be very extended. The committee devoted thirty days to such hearings last year, and I feel that a much shorter time should suffice this year, particularly inasmuch as we are also under the necessity of granting further hearings on the Bulkley bill to amend what is known as the Kahn Act. Indeed, I hope that we will be able to report out my patent bill by February 1 or very soon after that date."

It will be a revised Oldfield

bill which will come from the committee, if the bill is reported out in the form anticipated by its author.

This fact also was disclosed by Congressman Oldfield in his exclusive statement to PRINTERS' INK. But the revision of the bill will not eliminate the provisions to which manufacturers and advertisers take most emphatic ex-

ception.

Said Representative Oldfield: "The bill as reintroduced by me was a virtual duplicate of the bill which we reported last year but which failed to get on the calendar early enough to be brought to a vote. However, since this second or reintroduced bill has been referred to our committee, other members of the committee and I have come to the conclusion that it should be revised by the elimination of the section bearing upon trusts. This possibly had no place, anyhow, in a patent bill, and at any rate it is our understanding that the Committee on Judiciary is preparing legislation which will cover this whole subject adequately."

"Will there be any change in the section affecting price-main-

tenance?"

"None whatever," said the chairman, "so far as I am aware. But I wish to say that this section has been greatly misunder-stood and has been denounced as much more radical than it really All that section says in effect is that if a patented article is sold for less than the resale price fixed by the manufacturer the seller cannot be prosecuted for infringement of patent. Sale at a cut price, as I see it, is not infringement. In my opinion, the only way you can infringe a patent is by imitating the patented article, just as the only way in which you can counterfeit a coin or currency is by imitating it."

"Has the Supreme Court decision in the Sanatogen case altered the situation in any way

as regards your bill?"
"The Supreme Court decision, as I interpret it, simply affirms the principle laid down in my bill, and I believe that the Supreme Court was largely influenced in making that decision by the facts disclosed at the hearings of manufacturers and others which were held by this committee last year.'

"Regarding as you do the effect of the Supreme Court decision, is there any necessity now

for the passage of your bill?"
"Yes, I believe there is, because
the personnel of the Supreme Court changes from time to time. That decision, you may remember, was by a vote of five to four. and the decision in the Dick-Henry mimeograph case, which preceded it, was by an almost equally narrow margin."

"Will any change be made, in this rewriting of your bill, in the section aimed at the suppres-

sion of patents?"

"I think not. I believe that the bottling up of natents by manufacturers who will not put out improvements simply because of the first cost of new machinery. etc., is an unquestioned evil and should be remedied. I see that Mr. Edison says that in his long career he has never known of a single instance in which a patent was suppressed. Yet on the very day on which I read that statement I found in my mail a letter from an inventor in Seattle who enclosed a communication from a man in the East who sought to negotiate for the purchase of an electrical device invented by my Seattle correspondent, confessing frankly that he wished to buy up this patent in order to suppress it. And there has not been a week since my bill was introduced when I have not received calls from men who related instances within their per-sonal knowledge of the suppres-sion of patents. I think, too, that my colleague, Representative Lewis, who has been investigating the telephone industry in this country, can supply information that should convince doubters.'

Women as Critics of Ads

On Tuesday of last week the Lancaster, Pa., Ad Club introduced a novelty at one of its regular meetings. The wives and women guests of the members acted as critics of a series of advertisements which were thrown upon the screen, the idea being to get opinions as to how advertisements appeal to the women.

Criticizes Definition, But Has Nothing Better to Offer

Montclair, N. J., Jan. 10, 1914. Editor of Printers' Ink:

Editor of PRINTERS' INK:

Two attempts in the last PRINTERS'
INK again remind us of the difficulty
of satisfactorily defining advertising.
Are not both Mr. Wood's and Mr. Lovejoy's definitions so broad that they are
thin and useless?
When Mr. Wood
says advertising is "Causing another to
know to remember and to act," his says advertising is "Causing another to know, to remember and to act," his words cover about half a dictionary full of things besides advertising. For instance, when Dad got home from church and found that we boys back on the farm had been in swimming on Sunday he caused us to know, to re-member and to do, but probably Mr.

member and to do, but probably Mr. Woods did not intend to include causes applied to that end.

And Mr. Lovejoy, if he were to be asked what his "line" is and were to reply that he is engaged in applying "an intangible force voluntarily or involuntarily used, privately or commercially, to mould public opinion," the inquirer would hardly know whether he were a militant suffracist or a hustler were a militant suffragist or a hustler for the anti-publicity league.

Must a definition to be serviceable

exclude something not meant as well as to include the thing meant? EMERSON P. HARRIS,

"Man Factor" as a Copy Argument

Recent advertisements of the Eureka Self Measuring Mixer, a piece of equip-

Self Measuring Mixer, a piece or equipment for mixing concrete, have been making striking use in the technical field of the "man factor" argument. Running across the top of the adwas shown a photograph of five workmen trundling loaded wheelbarrows. The picture brings out clearly the fact that the men are of five different types and also that the five wheelbartypes and also that the nive wheelbar-rows are not all loaded exactly alike. The copy then asks how uniform con-crete can be when it is thus subject to the "man factor" and proves that there exists "a vital necessity of absolutely unvarying proportioning of the ag-gregates in the mixing of concrete."

What the Journalists Know

I wonder if men of other crafts who use us when they can-and criticise us when they cannot—(laughter)—I won-der if they give us credit for the one thing that we do know. There are many things we may not know, but I think we know men about as well as anybody we know men about as well as anybody else. As we watch the unfolding drama of the world day by day, we get rather a shrewd judgment of those who play the game fairly, and I think we seldom miss the right measure of all the humbugs.—Ambassador Page at the dinner of the Institute of Journalists in London. don

John R. Buckley has been appointed Western advertising manager of The Review of Reviews.

And There You Are

(From the Institute Wire of the Alexander Hamilton Institute)

The man who invented the cabaret put the din in dinner and took the rest out of restaurant.

On the highway of Success you can go as far as you darned please without fear of getting pinched.

An optimist is one who makes two "ha ha's" grow where before there was only a "huh."

Clothes might not make the man, but they often make the opportunity that makes the man.

It is the customers that get "burnt" at a Fire Sale.

An Agriculturist is a farmer who owns an automobile.

Knowledge is the gradual discovery that you possess precious little.

There is no need for advertising a reward for the day that is lost.

We don't all get business from our friends, but we can make friends of those from whom we get business.

Toledo's Slogan

TOLEDO, O., Jan. 5, 1914.

Although not a subscriber I am a constant reader of your helpful little publication which is supplied me weekly by my local newsdealer. I have noticed lately several letters from local advertising men and, although not exactly in the profession, I would like to add my little note to the news from Toledo.

The world has been informed about our gigantic sign, "You Will Do Better in Toledo;" but here starts another movement here to-day which seems to me is rather novel when handled on such a large scale. For a week or more the town has been greeted by posters displayed on the fronts of street cars with the admonition "You Ought to Go to Church," and a little newspaper publicity has also been called into action; but to-day begins the real campaign of advertising the Protestant churches here. From "You Will Do Better in Toledo," perhaps we are waking up to the realization that "We Should Be Better in Toledo."

HARRY A. WHITE.

Schultz with "Engineering Record"

Fred W. Schultz recently joined the advertising staff of Engineering Record, New York. He has been connected with The Iron Age, the American Exporter and Engineering News.

The Frening Post

NEW YORK

Announces the appointment of

Chas. H. Eddy

as Eastern Advertising Representative for Foreign Accounts.

New York: Chas. H. Eddy, Metropolitan Bldg.

Boston: Old South Building

Chicago: Eddy & Virtue, People's Gas Bldg.

What Kind of Facts Sell the Goods?

In What Cases Should "Technical" Copy Be Written and in What "Popular" Copy?—The Advantage the Technical Advertiser Has—Prospect's Viewpoint the Real Consideration

By Herbert L. Towle

MOST technical goods are sold to specialists who use them in their business. The demand of the specialist is for facts, not impressions; and if you would interest him in your goods, whether as salesman by word of mouth, or as ad man by catalogues and advertising, you must be prepared to answer or anticipate his questions.

This is the fundamental point to be borne in mind in analyzing a technical proposition and in preparing the copy, layouts and illustrations. The reader simply will not buy on impulse; you must

satisfy his judgment.

On the other hand, to tell all about a technical product would probably take more space than can reasonably be allowed. The question, then, is: What will the reader require to know before he is sufficiently interested to write for particulars, visit the dealer, or

listen to the salesman?

It is the same question, of course, that confronts the maker of popular goods; only the answer is different. The maker of underwear can advertise to consumers about warmth and fit, and stop there: if the reader is in-terested he will investigate according to his tastes. But if the very same underwear be advertised to dealers, the maker must go into particulars of yarn and fashioning. for the dealer knows that goods containing certain yarns, and fashioned on certain models, are preferred (however blindly) by the wearer. So it follows that certain goods may be advertised "popularly" or "technically" ac-cording to the readers' knowledge of and interest in them.

Many goods, however, are al-

ways and necessarily technical. All manufacturing tools and equipment, all materials of production and construction, all devices of whatever sort which demand for their use paid time and skill, are essentially technical. Those who purchase them are experts, because their living requires them to be so.

To answer the question, What must I tell the reader to get him interested in a purely technical product? One must understand not simply the product advertised but also the business of the reader addressed. And where a highly specialized article is used in a number of different industries, in each perhaps for some special reason not applying to others, the ad writer is likely to find himself with a man-sized job on his hands.

WHAT CAN BE SAID ABOUT BALL BEARINGS?

Take, for example, so seemingsimple an article as ball bearings. We all know the bicycle and lawn mower "cup and cone" ball bearings. Those of us who have seen high-grade automobiles dismantled have seen the more modern annular kind. But how many of us know that ball bearings are used in heavy electrical machinery. in certain machine tools, in heavy flour milling, textile and paper mill machinery, and in the motors and on the main journals of some trolley cars? How many riders in electrically-lighted Pullmans know that freedom from breakdown of the car lighting system is greatly aided by ball bearings on the dynamo shaft underneath the car, and that the great rail-ways of the country are rapidly discarding plain for ball bearings

at that point?
Would the bicycle type of ball bearings do this? Experience and common-sense say No. Yet today, a dozen years after the introduction of the annular type, with which these marvels are wrought, there is so little knowledge of that type even among mechanical men, that to disarm suspicion is the first and most difficult task of the ball-bearing sales

man. And if either he or his ally, the ad man, introduced their sub-ject with "Here is a new ball bearing which I should like to show you," the answer would be, "Not interested in ball bearings." And that would end it.

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No,-we must first know exactly where ball bearings can to advantage be used in the prospect's machines, and exactly what benefits they will confer to justify their cost. Absence of friction alone will not always help much, for the power saved may not be worth the added first cost. In anautomobile, of course, it is different: the advantages of more speed for equal power are so manifest that the automobile industry is even yet the largest market for anti-friction bearings. But fric-tion means wear; and freedom from wear may be much more important than saving in power. If lack of two cents' worth of oil in a plain bearing may cause five cents' worth of power to cripple a thousand-dollar machine, costing a hundred dollars in time, repairs

and interrupted production, we have an argument for unwearable bearings that makes the power argument look pretty slim. And ball bearings of the right sort, properly selected and mounted, are practically unwearable; beside which they need lubricating only once in several months in-

stead of every day.

Flour mill rolls have to be adjusted to the thousandth of an inch. Wear, or even heating and expansion of the journals, changes the fineness or "grade" of the flour. Machine tools must usually be accurate within much less than a thousandth of an inch, and wear is correspondingly, undesirable. The spindles of woodworking machinery run at tremendous speeds, and are very difficult to keep cool and free from cutting. Friction absorbs a large percentage of the power, but power is derived from water or from waste lumber; the real loss is in wobbly cutters, inferior product, and shut-downs for repairs. To go no further, can't you see

There are other good agencies.

We are not in competition with those agencies for their accounts—only for "Open" accounts.

It is the incompetent, insincere and inefficient agencies and the accounts we discover and develop ourselves that furnish us with our business.

> D'ARCY ADVERTISING COMPANY

> > ST. LOUIS

how our ad man would have missed his cue if he had talked merely about friction saving? And can't you imagine the advertiser's pleasure in paying for yards and yards of space, and wondering why it didn't "pull"?

Suppose you are selling surface condensers for steam turbine plants. They cost, say, twice as much as jet condensers. Under what conditions are they prefer-

able to the latter?

Curiously, the majority even of consulting engineers don't know the correct answer to this question; and, because they don't know it, they specify jet condensers in most cases except where the water supply is unfit for boiler feed. In that case they specify a surface condenser, simply in order to re-use the condensed steam in the boiler without mixing it with impure water-which is correct so far as it goes. But any condenser uses cooling water amounting to from 30 to 60 times the volume of the boiler feed; and in a jet condenser all that great volume of cooling waterwith the condensed steam addedmust be pumped out of the condenser by main force, against the pressure of the atmosphere. The cost of the power required to do that would pay the interest and extinguish the difference in first cost between the two types of condensers in from two to four years. Unless the ad man knows that fact and uses it in his copy, he will fail to interest probably three-fourths of his legitimate prospects, for the simple reason that they don't realize it themselves.

CASH CONSIDERATIONS ALWAYS IM-PRESSIVE

In a word, you must understand the usefulness of the product in whatever field you advertise itnot simply in the abstract. And you must reduce its advantages in that field, if possible, to cold cash, and compare them with the cost of purchase and maintenance. Your prospect will do that anyway, if he is interested; and there is no quicker way to interest him than to do it for him.

Where a cash analysis is impossible, study the convenience. the operating advantages, the simplicity, and so on, of your product, and in all cases talk about it from your prospect's view-point. Visit typical installations if possible, talk with users and learn their own idea of the advantages gained. Forget that you are trying to sell something, and learn where your product will honestly do the most good. Then, and not till then, are you ready to advertise it.

I have frequently heard advertising men, who are unversed in technical subjects, make a dis-tinction between "technical" copy and "selling" copy. The distinc-tion is wholly vicious and misleading. I cannot "sell" a man on an article related to his bread and butter, or even interest him in it, unless I can prove (not merely claim) that it will benefit him. If I submit the claim without the proof, I may make some impression, but if I advance my claim without myself knowing how to back it up I shall not even make a dent on his mind. Instead I shall infallibly write myself down an ignoramus, for it is not given to man to cover a mental vacuum with convincing language. Either I will unwittingly claim the wrong thing, or I will phrase it wrong, or, at any rate, I shall betray my lack of proof. My "selling" copy will reduce itself to mere sound and fury, signifying nothing. There is, after all, no substitute for knowledge of the facts; and the ad man unschooled in a technical subject may not hope to con-, vince another of that which he himself knows not.

A Tip for Newspapers

New England newspapers may increase their advertising incomes a wee bit if they will persuade their local electric light companies to adopt an idea that has proved to be good for the Pittsfield Electric Company. This Berkshire company maintains in the local newspaper a column in which it advertises, without charge, houses that are wired for electricity. All inquiries are turned over to the real estate agents. This is a very effective scheme, especially for towns having a fairly high percentage of unwired houses.—Pilgrim ublicity.

3,679 COLUMNS GAIN IN 1913 OVER 1912

THE NEW YORK PRESS carried off the biggest honors in New York in advertising gains in 1913, as shown by the annual report of the Evening Post.

Here is the record in agate lines of all the morning newspapers:

	NEWSP	APER		GAINED	LOST
			PRESS		
2nd	Newspar	per		, 482,503	
3rd	66			. 214,195	
4th	66			. 172,111	
5th	46			, ,	
6th	66				125.575
7th	66				148,859

SOME FURTHER FACTS 1,030,204 LINES = 3,679 COLUMNS

This is the greatest gain of all newspapers in New York, morning and evening.

It is 388,239 lines more than the gain of the evening paper showing the greatest gain.

The four other morning papers making gains show a combined gain of 898,806, which is 131,398 lines less than the gain of THE PRESS alone.

It is 547,701 lines more than the gain of its nearest competitor in the morning, as shown above.

Such a wonderful advertising record speaks for itself. All advertisers should profit by the example of the advertisers who made this remarkable showing possible.

USE THE PRESS FOR RESULTS



Save Money on Electros

for your Canadian Advertising by having your electros made in this modern Canadian Plant.

You will save a duty charge of 3½ cents a column inch.

Our service guarantees your satisfaction. Your plates will go out on time and the quality of our work will please you.

We want enquiries from Foreign Advertisers.

We now make plates for:

De Laval Separators
Hudson Automobiles
Lowney's Chocolates
Rainbow Flour
Fairy Soap
Auheuser-Busch, Original
"Budweiser" Lager
Armour Products
Campbell's Soups
Yale & Towno Locks
Begai Shoes
Stetson Hats
Grand Trunk Railway

Studebaker Automobiles
Tilhon's Oate
Gold Dust
Coca-Cola
Schiltz Milwaukee Lager
Cuticura Soap
Baker's Cocoa
Fleischman Yeast
Beecham's Pills
Economy Dry Goods
Sherwin Williams Paints
Bawer Boart

Rapid Electrotype Co.

Electrotypes—Stereotypes—Matrices
MONTREAL, CANADA

Why Manufacturers Dislike Dealers' "Openings"

N a recent issue of PRINTERS'
INK mention was made of the
fact that the National Federation of Retail Implement and Vehicle Dealers' Associations, which
recently met in Chicago, had
placed itself on record as opposed
to dealers' "openings," provided
the "openings" are to be held with
the aid of manufacturers' traveling salesmen.

PRINTERS' INK has asked H. J. Hodge, of Abllene, Kan., secretary of the federation, to express himself more fully in regard to the reasons which lay behind the actions of the convention, and he

has replied as follows:

"We have yours of the 22d, and will say that dealers' openings," or 'special sales days,' are simply exhibition days for advertising purposes. The dealers receive their new goods, get them up in good shape to show, arrange for a factory representative to show the goods, and incidentally to make sales, then send their invitations to the farmers to be their guests that day. They promise refreshments or a dinner and some sort of entertainment, such as music, picture shows, etc.

"Sometimes in order to induce sales, discounts are made on orders taken that day. Frequently visitors are asked to register and tickets are given each one which entitles the bearer to a chance on some articles that are to be given away. These special features are used to draw the crowd.

"The openings sometimes appear to be successful both as an advertising feature and the actual sales booked. Reports have come to my office showing sales of over \$5,000 worth of goods in one day. Dealers are divided, however, in their opinion as to the real benefits after taking into consideration the very heavy expenses which they invariably incur and the chances they must take on the weather. Manufacturers are disposed to discourage the fast growing practice because it is a heavy expense, for time and

traveling expenses of their representatives, and frequently for articles which the dealers ask them to contribute for the purpose of giving away to the lucky ticket-

"They say that this heavy expense, which is growing rapidly each year, must be added to the cost of the distribution of their

product.

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"The National Federation of Retail Implement and Vehicle Dealers' Associations at its recent annual convention held in Chicago went upon record as opposed to dealers' 'openings.' Of course, such action can only be recommendatory. It was the consensus of opinion of the delegates present that there are cheaper and better ways to advertise; namely, local papers, and that the extra trade which dealers' 'openings' attract does not justify the very heavy expense."

Advertising Is Systematic, Etc.

THE JOHNSTON HARVESTER CO.
BATAVIA, N. Y., Jan. 5, 1914.
Editor of PRINTERS' INK:

The recent article in your columns, as well as the suggestive definitions of-

as well as the suggestive definitions of-fered in more recent issues, prompts me to submit my definition of "What Is Advertising?"
"Advertising is the systematic, con-sistent and prolonged endeavor to turn the attention of the public to the result of certain effort to satisfy a need or want, thereby establishing a motive to buy."

buy Does not this definition cover the sub-ct in its broadest sense? I shall at least be glad to have it picked apart by different angles.

W. L. CORVELL, Advertising Manager.

"Looked on as Leader"

THE POMPEIAN COMPANY

THE POMPEIAN COMPANY
GENOA, ITALY.
WASHINGTON, D. C., Jan. 2, 1914.
Editor of Fernyres? Inx:
I read with great interest your editorial entitled "Advertising in the Balance Sheet," and feel that the awakening at this time will do every advertiser as well as everyone who sells advertising a great deal of good.

advertising a great deal of good.

Your publication peng looked upon as the leader and the go-between for the advertising buyer and the advertising seller, can accomplish a great deal by establishing a real acknowledged standard value for advertising. N. MUSHER,

President.

Worth Cultivating

Advertising to the medical profession has yielded surprising results.

The "Big Six"-the foremost medical journals of America-the one efficient way.

Biggest returns for smallest expenditure.

Medical Council, a leader in the "Big Six," guarantees circulation.

Over 24,000 paid subscribers (sworn statement upon request-books and records freely open for inspection.)

As great a circulation for medical journals as 'Saturday Evening Post's' 2,000,000 for general

magazines.

Rates very little more than others.

Medical Council undoubtedly the big value among medical journals.

Ask McTigh, 286 Fifth

Ave., N. Y. City—"Big Six" Representative.

THE MEDICAL COUNCIL 42nd and Chestnut Sts. Philadelphia



No Frills on Government "Memos"

IN line with the recent announcement that several large concerns, notably Larkin Company and R. H. Macy & Co., had decided to abolish salutations like "Dear Sir" or "Dear Friend" in writing sales letters, the following regulation for United States Postal Service Correspondence which has just gone into effect is of interest:

interest:

Order No. 7671.

Hereafter in the preparation of correspondence either written, printed or multigraphed, between the department and the postal service, the person addressed shall be designated by official title only, and all ceremonial forms at the beginning and ending of letters, such as, "Sir," "I have the honor," "Very respectfully," etc., shall be omitted; also after a full acknowledgment the second paragraph shall not open with "In answer," or other similar ceremonial forms. Brevity and the elimination of useless words and phrases are to be encouraged but not elimination of useless words and phrases are to be encouraged but not to such an extent as to make a com-

to such an extent as to make a communication objectionable.

Where a letter is to be sent to a division of a bureau, the name of the division may be added. The official designation of the office or officer shall appear under the signature. When the letter head of a division is used, it is unnecessary to repeat the name of the division in the title under the signature.

The name of the officer shall be

The name of the officer shall be omitted and his title only appear on permanent blanks and forms for the department as well as for the postal service, provided, however, that sufficient space be left for the insertion of the name of the bureau officer when requested. requested.

This plan, while it may not be judicious for sales letters, as was pointed out in an editorial in PRINTERS' INK June 26, 1913, has been found efficient for interdepartment correspondence large corporations such as express companies, railroads, etc., in which the personnel and the attendant titles are constantly changing.

The Bell Telephone System is one which has found the omission of all personal names, "Dear Sirs,"
"Yours trulys," and the like to
be a great aid in the prompt delivery of inter-department cor-respondence. It has been found in some cases that these omissions have a tendency to make correspondents more specific in their dictation.

Progressive Pictures in Building Ads

The Ransome Concrete Machinery Company has just completed an inter-esting series of advertisements in which the growth of a large building is traced

by pictures.
Four advertisements were used to carry out the scheme, and they appeared in consecutive issues of Establishment of the scheme of

Each ad had, for its headline, "Watch It Grow—How One Ransome Mixer Helped to Build It." In advertisement No. 1 the photograph showed the first stage of the building erection, with the sub-head, "This Is How the Building Looked September 28, 1912." The second advertisement pictured it a month later, the difference being marked. Following advertisements showed how it looked in November and January. ber and January.

Attention was called in each advertisement to the fact that but one Ransome Mixer was on the job. A single paragraph in the final advertisement clinched the argument as follows: clinched the argument as follows: "Here the ten stories of the loft building of the Hoboken Land & Improvement Company, Hoboken, N. J., are up. The one Ransome Miser on the job is mixing its last batches. The roof was concreted five months after contract was signed; the building was delivered complete to the owners six and one half months from contract date."

A fifth advantagement

A fifth advertisement was run in which the four pictures were combined, giving progressive views of the growth of the building.

"Stunts" Being Adopted by Technical Papers

"Stunts" are being put through every

"Stunts" are being put through every day in technical advertising which a few years ago would have been considered as belonging exclusively to the general advertising field.

For example, the Bullard Machine Tool Company, of Bridgeport, Com., recently made novel use of its double-page spread in American Machinist. On the left-hand page was an outline cut of its boring mill and oval trademark, all details being left blank. On the opposite page appeared the headline, "Do You Recognize It?" The copy which followed carried out the idea of asking whether the machine was recognized and the appeal was then eleverly switched into asking whether certain strong features of the boring-mill were recognized as well. mill were recognized as well.

Premiums in Technical Field

The Sanford-Day Iron Works, of Knoxville, Tenn., is using as a head-line in its advertisement featuring Whitney Roller Bearing Wheels: "Six Months' Grease Absolutely Free," The bearing wheels are grease packed at the factory and the grease is included in the price of the truck.

Columns Gained

The New York **Evening Sun**

during the year 1913 gained 641,965 lines, or 2,140 columns of advertising over the preceding year, 540 columns more than the combined gain of all the other evening newspapers.

The Evening Sun now visits daily over 100,000 of the most select homes in New York City and its circulation is steadily increasing.

The following records compiled by the

Evening 1 ost.							
Evening Sun	641,965		gain				
2nd Evening Paper	234,770	44	gain				
3rd Evening Paper	199,573	44	gain				
4th Evening Paper	45,652		gain				
5th Evening Paper	219,804	**	loss				
6th Evening Paper	228,531		loss				
7th Evening Paper	329,569	44	loss				

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A Successful Advertiser's Consistent Policy Toward Jobbers

[EDITORIAL NOTE: A manufacturer recently appealed to PRINTERS' INK to tell him how other advertisers succeeded teil him how other advertisers succeeded in getting the active co-operation of the jobber. He complained that he had tried this and that argument, that he had packed reams of expensively printed matter with his cases—and without a ripple of interest. Besides this, he had mailed good, strong letters to the jobbers' salesmen. Results were nil. "Is the jobber a human institution, or is he a mechanism?" he asked. "Is it profitable to try to hunt out ways to get him able to try to hunt out ways to get him with you? I'm beginning to believe that there 'ain't no such animal' as jobber co-operation."

In response to this suggestion, PRIN-TERS' INK asked an experienced sales and advertising manager to describe his methods and give his prescription. His jobber co-operation policies have been very successful AND HAVE RESULTED IN A PER CENT DISTRIBUTION FOR HIS

PRODUCT.1

THIS question is put to me: "Do you believe in jobber

co-operation?"

My reply is: It depends upon the goods. If the line runs into money rapidly, work on the jobber can be made to pay. If the average sale per retailer is small, don't devote much time and effort in securing the jobber's co-operation, because jobber co-operation can be successful only to the extent that working together affects the self-interest of the jobber. You had better turn your attention to consumer demand and to the retailer.

Twelve years as salesman and fifteen as an advertising man have taught me that the consumer, the retailer and the jobber respond more readily to an appeal that has self-interest as a basis and the closer you stick to this policy the

more certain is success.

Take my own line for example. The goods retail for 50 cents. The annual sale per retailer will average two or three dozen. Our output is enormous because we have a distribution of between 85 per cent and 90 per cent. This would seem to be an attractive proposition to the jobber. But let us dig under the surface and look at it from the jobber's point of view.

In selling through the jobber, we have three factors to deal with: the policy of the jobber, the buyer and the salesman.

It must be remembered that in spite of the fact that the jobber must recognize the power of advertising, there are still many of them who are not favorable to advertised lines. They wish to control their lines or brands, They object to being told where and how they shall sell the goods. Some jobbers will not voice their objections, but the scarcity of advertised lines in their stocks is sufficient evidence of their attitude. Others come out into the open, as, for example, a jobbing house which within a week cancelled an order given one of our salesmen. The letter said, "We have decided that we will not handle advertised goods of any kind."

Other jobbers have private brands which the salesmen are instructed to push and to substitute

wherever they can.

Still others carry our line be-cause there is an insistent demand. They know that orders for other goods almost invariably go with orders for ours. These jobbers do not want their customers to go to a competitor, consequently they stock our goods, but the salesmen do not push them, never offer them, never ask for orders for them, and will not carry our sample cards. If a customer asks for our goods the salesman will book his order, but that's as far as he will go. He makes it a policy to follow the policy of the house.

Now take the buyer's view. His standing with his house depends upon volume of sales and profits. He favors goods that run into money rapidly and pile up his gross sales. An increase in his department means an opening to ask for more pay. No matter how loyal and conscientious he may be to his house he has both eyes wide open for Number One.

The salesman's interest is along the same line as the buyer's. Gross sales count with him. He wants his sales to show an increase each year because his income is based on volume of sales.

It is unreasonable to expect the buyer to interest himself in pushing articles that swell sales by inches. It is just as unreasonable to expect a salesman to spend his time selling eight or ten dollars' worth of our goods when in the same time he can book an order for fifty or one hundred dollars' worth of shirts or under-

THE DEMANDS OF SELF-INTEREST

You wouldn't do it, neither would I, so we must not lose sight of the personal equation and expect results from these men unless it is for their advantage or advancement to push the goods.

Let me give you three concrete examples of how great a part selfinterest plays in the selling game. A manufacturer offered a valuable prize to every salesman who sold fifty dozen of his product. His sales increased rapidly up to a certain point-a point about equal to an average sale of fifty

dozen per salesman.

To further increase his sales he offered a more valuable prize to each man selling one hundred Again his sales took a dozen. jump, but not as fast as before. It was easy for the average man to sell fifty dozen, only the top notcher could reach one hundred, and right here the jobber stepped in and objected to having his salesmen subsidized by the manufacturer.

To get the interest of the buyers a manufacturer a year or two ago offered an unusually valuable premium to the buyer who showed the largest increase in sales of the manufacturer's goods as compared with sales of the previous It worked well, and the increase in sales paid a fine profit above the cost of the premium.

You can interest the jobber by offering extra discounts on quantities, an extra case of goods



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600 ADVERTISERS

in the next New York City Telephone Directory will tell their selling stories to the pick of the population—telephone subscribers.

Surely a medium that has a guaranteed circulation of 500,000, and is consulted more than 2,000,000 times every day all the year 'round, is worthy of your serious investigation.

Forms Close January 29th New York Telephone Company

Directory Advertising Department

Telephone Cortlandt 12000

25 Dey Street

New York





with a ten-case order, rebates if he will sell a certain quantity within a year and by other stunts that put more dollars in his pocket.

I simply offer these examples to show that the word co-operation is a misnomer. Self-interest

is the correct term.

There is no fault without its remedy. This article would be incomplete if an outline of how to counteract the jobber's lack of interest were omitted.

HOW TO COUNTERACT THE JOBBER'S SELFISHNESS

When a doctor treats a patient for debility he begins by giving stimulants. The best tonic for the jobber is orders. Repeat orders for goods will wake up the most indifferent jobber. They prove the demand. They are tangible evidence that cannot be

passed up.

To bring repeat orders the interest of the retailer must be enlisted. It's much easier to get the dealer to push a line. He is an entirely different proposition from the jobber. He is susceptible to suggestions to push our line. He knows better than any jobber what it means to handle a live line of extensively advertised goods. He knows that advertising pays because he sees the proof every day in the demand of his customers for advertised goods. He sees it in the people he gets into his store through his own local advertising. No need to tell him how he benefits. There is no more argument in his mind against advertising than there is against fire insurance. In fact, I believe the dealer has been the prime mover in actually starting many manufacturers to advertise through insisting that a demand for the goods be created.

I asked a retailer a few days ago whether he favored unadvertised goods paying a large profit or advertised lines paying a small-

er profit

His reply was: "I will answer your question by telling you of an incident that happened in my store, I carry a certain line of advertised underwear. It costs me \$4.25 per dozen. It is as good as gold, the demand is steady, When I stock ten dozen of the line I know absolutely that I will sell every suit. I know about how long the stock will last, how many times I can turn over the money invested in it. I can figure within \$10 of how much profit I will make on this underwear during the year.

"A few months ago I bought a stock from another maker. In my opinion, it is just as good value as the line I've just mentioned. It is made by a thoroughly reliable house, but it doesn't advertise. I bought because the price was fifty cents per dozen less.

"When showing this underweat to my customers I guaranteed it to be just as good as the other line. Some customers bought it and I never had a complaint, but most of them would say, 'I guess I will take the brand I know by name.'

"I finally sold the stock, but it took a long time to do it, and every sale took time and talk. My conclusion is that it may not take good salesmanship to sell advertised goods, but it's a mighty sight more profitable and better business to follow the line of least resistance and sell my customers what they ask for."

Just as he finished telling me his story, a man came in hurriedly. "Wrap up a suit of Blank underwear (naming the advertised line we had been discussing), size 38," he said, and was gone. My friend smiled and remarked, "Didn't cost much to make that sale. I make dozens of just such quick sales on advertised goods."

This retailer is, I believe, a fair sample of the country and small town retailer. He is fine timber for the manufacturer to work on

who seeks co-operation.

Interest the retailer in your goods and he will do more to-wards putting the jobbers' names on your books than all the talking, writing or persuasion you can bring to bear. Orders talk to the jobber in a language he understands.

While the retailer will give

Boston Globe's Lead 1,136,622 Lines

The total lines of advertising printed in the four Boston newspapers, having Daily and Sunday editions, during the year 1913, was as follows:

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Lines

Boston Globe . . 8,334,750 Second Paper . . 7,198,128 Third Paper . . 5,886,230 Fourth Paper . . 4,652,250

(The above totals include all kinds of advertising from the smallest want advertisement to the business of the big department stores.)

The classified advertising records of the Boston papers for the year 1913 are of great value to every advertiser. Want advertisers, as a rule, pay cash for their business and know each day just what they get in return for the money they expend in advertising. In Boston They Use the Globe. The total number of want advertisements printed during 1913 was as follows:

Adyts.

Boston Globe . . . 505,463 Second Paper . . 176,420 Globe's Lead . . 329,043 The Boston Globe is THE Real Estate medium in Boston and New England. During 1918 the Boston Globe printed 60,675 Beal Estate advertisements. This was 42,348 more Real Estate advertisements than appeared in any other Boston paper.

The total number of Help Wanted advertisements printed in the Boston papers during the year 1913 was as follows: The Boston Globe, 185,184 advertisements; Second Paper, 30,263 advertisements, showing a lead for the Globe of 94,916 advertisements.

Automobile Advertising

During the year 1913 the Boston Globe printed a total of 680,706 lines of automobile advertising. Of this total 290,008 lines were display and 380,700 lines were printed on the classified pages, a large amount of it being display and paid for at the regular automobile display rate. The second paper during the 12 months printed 330,161 lines. Of this total 303,624 lines were display and 26,587 lines appeared on the classified pages. The Boston Globe carries this enormous volume of automobile advertising because of the splendid results it brings to its patrons.

The average issue of the Globe during the year 1913 was as follows: The Boston Daily Globe, 177, 247; the Boston Sunday Globe, 313,397.

The Boston Daily Globe selling for 2 cents a copy is circulated in the homes of Boston and its surrounding territory among the people who answer advertisements and who have the money with which to respond to them.

The Boston Sunday Globe is circulated in the homes of the substantial and well-to-do people of Boston and New England, and is recognized as one of the best advertising mediums in the world.

To increase your business in Boston and New England, plan to advertise liberally in the Daily and Sunday Globe during the year 1914.

more real practical co-operation than the jobber, you have two factions to consider, the retailer himself and his clerks. If you can interest the clerk in your product you will make rapid strides to increased sales. It is the clerk who is the last link in the chain between factory and consumer. It's the clerk who actually passes your goods to the consumer. It is just as easy for the clerk to knock your line as to boost it. He is actually in a position to hinder or quicken your sales.

Take, for example, the clerks in stores like Riker's, of Boston and New York. This concern cuts prices on proprietary medicines and trade-marked toilet ar-

ticles to draw trade.

On nearly every article it has something similar under its own brand on which it makes a good

profit.

The clerks are specially instructed to sell the goods made by the house if possible. The policy is, push our goods to the limit, sell the other fellow's only

if you have to.

Riker's must pay good dividends for they are constantly adding new stores. I'm pretty sure they don't make their profit on the cut-price goods. It must be admitted that the Riker preparations are usually just as good and effective as the articles they imitate, and they back their goods with a clean-cut guarantee of money back if not satisfied. Riker's is an example of how much ice the clerk cuts in a customer's final decision on what he wants to buy.

Another point about the clerk is this. It is human nature to recommend an article that one personally uses or wears. The clerk is no exception, and many an article has a large sale in some stores because the clerks use it

themselves.

We have got a long way from the jobber in this article. I had to ring in the retailer and his clerk to show jobber co-operation, provided you get it, may be of the least importance.

Remember, it is the clerk who makes the real sale, the sale that

takes the goods off the shelf and rings down the curtain, for an article is never actually sold until it is in the possession of the consumer.

PRICE IS THE APPEAL TO JOBBER

In my opinion the jobber is simply a distributor. He is a helpful factor in many lines. That he is not always an absolutely necessary cog in the wheels of many lines of trade is shown by the hundreds of manufacturers who sell direct to the retailer and build enormous businesses. Take the collar and shirt industries, for example.

Cultivate the jobber as a distributor. Gain his good will by showing what there is in it for him. Put your co-operative work on the retailer and his clerks. But before all else get the consumer—get the public to ask for your goods, and you need not worry but that the retailer will buy from the jobber to supply the demand and the jobber will come to you for the goods.

For in spite of the middlemen that stand between you and the final sale, don't forget the con-

sumer is the last word. I hope the readers of this article will not interpret it as knocking the jobber. That is furthest from my thoughts. The jobber is a helpful medium in the distribution of goods. He earns his profits deservedly, and gives in exchange convenient and wellscattered points of distribution that facilitate the quick delivery of merchandise. His men visit every town and every dealer in the country, towns so small that no manufacturer of a single line could afford to send his salesmen to them.

But you must not expect him nor his selling organization to do unreasonable things. You must not hope to gain his co-operation unless you can show him absolutely that there is money in it for him—enough money to appeal to his self-interest.

The Texaco Star is the name of a house-organ which has been started by The Texas Company, New York.

Mr. Sales Producer

Are you interested in efficiency when it applies to what you are selling? We believe you are and that is the reason for the National Efficiency Exposition: to give living expression to the word efficiency. If your product is efficient you should exhibit at this exposition, because we are concentrating on just the thing you are trying to "put across."

For Spaces, Rates and Particulars EFFICIENCY SOCIETY, Inc.

41 Park Row

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New York, N. Y.

Motion Picture and Slide Advertising

Is Paying Maximum Dividends to Others!

(You can learn how to profitably use these new twentieth century mediums in your business.

SUBSCRIBE FOR

MOVING PICTURE

A Monthly Periodical for Twentieth Century Advertisers

Its mission is to tell how other advertisers are getting maximum results through picture publicity. It tells of their campaigns and their accomplishments.

Fifty cents will pay for one year's subscription. Or better still, send a dollar and we will mail the publication to you every month for three years. Lest you forget—why not now?

T & C Pub. Corp. Flatiron Building New York, N. Y.

Failures That Should Have Been Successes

Bright Futures That Have Been Spoiled by Glittering Snap-Judgment Advertising Plans—Recent Instances That Carry Strong Lessons—Analysis of One Resounding Crash

By W. Haddon Jenkins, Jr., Of the MacManus Company, Detroit

WHEN the advertising graveyards yield up their dead there is going to be a very active day of reckoning with the "snapjudgment" plan writer. But, until that time, I suppose, this gentleman will continue to ply his trade and dot the commercial cemeteries with tombstones which should never have been.

Some advertising plans fail in spite of their own good, sound qualities, but far too many are foredoomed to oblivion because they are conceived in a spirit of asininity and executed "where

angels fear to tread."

Let me cite an instance that seems almost too much in point. Ten months ago a Middle Western manufacturer of ladies' petticoats was approached by a mild-faced young man with a plan of advertising. He (the mild-faced young man) undertook to explain that the manufacturer was overlooking a "fine opportunity" to market his product tenfold. The trade was product tenfold. ripe, he explained, for a distinctive petticoat campaign, and he had been working weeks and weeksaye, months and months-on a plan that was simply irresistible. After a little urging the manufacturer consented to look into the proposition, and from there on the tragedy begins.

Several attractive pieces of magazine copy, a dealer circular entitled "Let Us Make Money Together," a trade-mail series, numerous suggestions for dealer helps—and the deed was done.

The manufacturer hot-footed it to his bank when the mild-faced young man "allowed" that \$25,000 would swing the campaign. There he arranged for his appropriation and sat down to wait for the "action."

Sad to relate, that campaign didn't create enough action to satisfy a Quaker cabaret. The magazine copy appeared week after week—and month after month. The mail series went forth to the trade on its mission of conquest, and every thirty days there was a tidy little bill to be paid to the mild-faced young man—but no action. Not even so much as a peep from the trade.

Some mornings the mail would be enlivened, perhaps, with an inquiry or two from a curious female—but that was all. Dazed and stupefied, the manufacturer saw his good money melting away while the trade and the public

resolutely ignored him.

After five months of this the light suddenly dawned, and with much fuming at the mouth and gnashing of the teeth, our manufacturer cancelled all further advertising that was scheduled and grimly set out to wreak vengeance on the mild-faced young man. I have no data in regard to that battle—but I believe that it is recorded on a police-station blotter.

There was just "one little thing" wrong in that campaign. It contemplated every angle except the fashion note. Color pages were inserted in women's fashion publications side by side with dress patterns—not one of which called for a petticoat. Petticoats—a drug on the market—were being exploited to the one audience that had discarded them.

I firmly believe that the campaign I have just discussed is the roize "bonehead" of all time. Nothing could be more stupid or asinine, and, of course, the petticoat manufacturer was himself greatly at fault. It was his busiless to know, at least, what the dressmakers were doing with the

But—that is one of the very strange features of the snap-jude ment advertising plan. As a rule it is brilliantly bewildering and the pyrotechnics blind an advertiser to even the most obvious weaknesses. Many a sober business man has hypnotized himself—and begun to

better modes.

Hypothetical Question No. 1

I F you knew you had a product that would lend itself to a more ready sale through the proper use of window displays, would you accept some suggestions from an organization which is doing things for some of America's most prominent advertisers?

I should like to hear from you.

CARROLL H. DUNNING, Pres.

DISPLAYS COMPANY 30 CHURCH St., New YORK

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has to American Bank Note Company Colgate & Co. Durham Duplex Razor Co. Firestone Tire & Rubber Co. New York Central Lines New York Telephone Co.; Otis Elevator Co. Remington Typesyriter Co. Robit H. Ingersoll & Bro. Santa Fe Railroad Sargent & Co. Steero Bouillon Cubes Wells Fargo & Company Express Yala & Town Mig. Co.

Opportunity for Sales Methods Man

An organization of major importance, having to do with the manufacture and distribution of greatly diversified products, desires to add to its force a specialist of recognized ability in sales methods.

Technical knowledge of the theories of distribution, good character, and a pleasing personality are essential.

Applications should state education, business experience, and age. All applications will be held in strict confidence.

Address "A. W.," Box 140, Printers' Ink.



IS NOT A TRADE PAPER

AND CONTENTS PROVE IT

An analysis of paid-in-advance (mail) subscribers for a New York advertising agency shows:

Cincinnati

Paid-in-advance

subscribers . 210 Replies 48 Percent replies 24 Two are dealers. Two are truck owners.

Four intend to buy cars within 8 months. Four refused information.

38 own a total of 46 pleasure cars. 281/9% of this number own low-priced cars. (less than \$1,500) 29½% own medium-priced cars. (\$1,500 to \$2,500) 42% own high-priced cars. (\$2,500 to \$6,000)

St. Louis

Paid-in-advance subscribers . 274 Replies 69

Percent replies 25

Three are truck owners. Five intend to buy cars within 8 months. Two refused information. 64 own a total of 68 pleasure cars.

30% own low-priced cars. 37% own medium-priced cars. 33% own high-priced cars.

There is no dead-weight waste circulation going to people who do not own cars, never will, and are not concerned. All are prospects.

> Circulation 50,000.

Only auto paper with

A.A.A. Audit

Motor Life is the largest selling motor magazine in the world.

Papers are cut off with expiration of subscription. No free list. Renewals average 70% (high)—the indication of strength.

Lowest rate per line per thousand. ½c. per line per thousand cars owned. Several manufacturers have built businesses through Motor Life advertising.

"Motor Life leads them all in inquiries and actual results"—An Advertiser.
"I wish there were more automobile publications so profitably resultfu!"—Advertiser
"Make more sales from Motor Life than any 2 other papers"—An Advertiser.
"Direct results amounted to twice the cost of the page "—An Advertiser.
"Motor Life gave better results than any other medium"—An Advertiser.

Let us show you why you will profit. Drop a line for a representative to call.

PREFER KEYED ADVS.! GET

Send for circulation statement by States to Motor Life, 337 West 38th Street, New York

believe in fairies—by simply reading one of these Aladdin tales.

And now for the most serious indictment of the snap-judgment plan artist.

WHAT AN AUTOPSY REVEALED

Just a few weeks ago the automobile industry was stunned by the complete failure of one of its large manufacturers. With a crash that was heard throughout all motordom, this house collapsed into tiny fragments, and the bankruptcy proceedings were hardly under way before the spectre of criminal action had appeared. Few commercial disasters have been so absolutely appalling as this one, for it was a sickening disintegration—body and soul—of the entire structure.

It is significant to note that back of this product was the most maudlin advertising campaign that has ever appeared in the motor car industry—upwards of \$300,000 spent in a few months exploiting a fantastic pot-pourri of guff and

Though I have never seen a draft of the original plan which was read—or declaimed—to this automobile manufacturer, I will lay my last copper that I can put into words the entire theory on which it was based. Like all chartalans, the snap-judgment performer has his pet invocations—for some methods of attack lend themselves more readily to incense than others.

This expedient—in its simplest definition—is a manufactured situation with a product or its sponsors. The expedient is the subtle form of untruth that wears the white robes of truth, honesty and frankness—but is, in reality, the blackest of lies. In various guises it has been used ever since the birth of advertising, but only recently have the charlatans of genius taken hold of it and transformed the filthy germ into "the advertising plan of the central idea."

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York

Ambitious name that, but charlatans don't hesitate to crowd on the agony. Bless you, no!

To be successfully sold, this type of advertising plan must be staged

just as elaborately as any Belasco product. The mild-faced young man is entirely out of his element when this sort of work is abroad. There must be oratory, tears, sudden bursts of confidence, just the proper amount of raving, quite some gnashing of teeth, well-timed coyness and soft music. ("Hearts and Flowers" goes splendidly.) In other words, the "advertising plan of the central idea" requires a solicitation in blank verse, delivered by a born actor, and dramatized with the acuteness of a Shaw or an Ibsen. Under these favorable auspices, it will be sold almost every time, and one more advertiser will be started on the slide to oblivion.

I could name numerous definite instances, but I am no muck-raker. I want to sound a note of warning to advertisers, but keep the horrible examples out of the picture.

Therefore, my bankrupt automobile manufacturer shall be nameless.

"CENTRAL IDEA" COST \$300,000

This manufacturer was beguiled with the temperamental form of solicitation that I have just described, and he promptly took leave of his senses to the extent of \$300,000—all invested in the "central idea" propaganda. Up to this time he had been a sane, conservative human being, but thereafter he consigned Coal Oil Johnny to the piker's bread-line.

The particular "central idea" that excited his imagination and opened the heretofore invincible family treasury was our old friend. Mr. Expedient. manufacturer was producing a car new to the industry-a car entered in the most highly competitive class of the motor car field. He was an assembler pure and simple-with a splendid manufacturing record behind him in the general, horse-drawn vehicle field. Hundreds of capable dealers had been won to his vehicle business, and the problem of distribution appeared simple indeed.

In the face of such obvious advantages, a school boy could certainly recognize the safest and sanest course to pursue in marketing this product. With a reputation already earned in a kindred field, his was the opportunity to link up that reputation with his motor car, develop the capable dealers of his general vehicle line into distributors, and approach both new dealers and the public with an advertising campaign based on his reputation and good name which was established.

But that is precisely what he

did not do.

His first advertisement to the public said, in effect, "I'm not at all sure that I can sell my cars to you, so I have engaged a highpriced advertising man to do it for me."

His next advertisement to the public said, in effect, "My bodies are built by Sam Smith. Just recently he built a coach for the Shah of Pazaza."

His next advertisement to the "Luke public said, in effect, Waters is the designer of this car. What do you think of that?"

A later-nearly the last-advertisement to the public said, in effect, "There's a fight going on in our division of the motor car industry. We expect to win it-because Luke, Sam and the High-Priced advertising man are still

with us."

This campaign was founded on an expedient. Body and soul, that advertiser was converted to the idea of romance and the "dominating personality of two masterbuilders." Vividly and artfully a plan was unfolded to him which seemed irresistible in its charm. Live, throbbing personalities would be created before the public eye-flesh and blood men would stand back of his product-and the halo of romance would be cast around these figures to stamp them as the giants of the industry. So on, ad libitum.

There is a place in advertising for romance. There is a place in advertising for "human interest" and "central ideas." There is a place in advertising for even the expedient. But-first of all-the plan must be sane and founded on truth. It must not deliberately contemplate hoodwinking the public, for the public won't be hood-

winked, very long. Truth: They chose wisely in Baltimore.

He Liked Simpson's "Diary"

THE REARDON ADVERTISING Co. DENVER, COLO., Jan. 3, 1914. Editor of PRINTERS' INK

I have read PRINTERS' INK thoroughly every week for the past twenty-two years, and it is always a welcome visitor at my office.

I was very sorry to find this week that "The Diary of a National Adver-tising Manager," by Roy B. Simpson, was finished.

I have enjoyed these articles mainly because of the splendid ideas he has expressed in them.

If these continued articles were to be published in booklet form and sent to the advertising managers of the United States as a piece of literature to induce them to become PRINTERS' IWK subscribers, it would undoubtedly prove one of the most commendable pieces of pieces of literature ever sent out by your organization. John F. REARDON, Manager.

Young Hebrews to Start Ad Course

What is said to be the first school of What is said to be the hist school of advertising and merchandising ever un-dertaken by a Young Men's Hebrew Association will soon be instituted at the class rooms of the Brooklyn branch of the Y. M. H. A. A special department will be devoted

to those students who are interested in the marketing of textile and ready-to-wear merchandise. This class will be wear merchandise. This class will be limited to members who are associated with these lines, and the subjects covered will embrace "Fundamentals of Copy Writing," "Principles of Marketing," "Economies of Selling," etc.

Ben C. Goldberg, formerly president of the Sales Promotion Company, and later connected with the Ben C. Goldberg Company, will direct the course.

Brainerd Leaves "Surprise" Stores

J. A. Brainerd, for the last four years advertising manager of the Surprise Stores, New York, Hartford and Bridgeport, has tendered his resignation, and after the first vacation he has taken in many years, will engage in the advertising business, specializing in the promotion of textile accounts. Frior to his connection with the Surprise Store, Mr. Brainerd was for seven years advertising manager of Brill Brothers.

Farrar Speaks in Brooklyn Gilbert P. Farrar, of New Haven, Conn., addressed the Bedford branch of the Brooklyn Y. M. C. A., January 7. Mr. Farrar's subject was "Type and Its Values as a Selling Force in Adver-tisine."

THE Greatest Advertising Gains in 1913 were made by THE CHICAGO DAILY NEWS, America's Greatest Advertising Medium.

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In 1913 The Daily News broke every display, classified and circulation record in its entire 38 years' history. It carried 35,289 columns (10,586,700 lines) of total advertising and gained 6065 columns (1,819,500 lines) which was perhaps the largest advertising gain made last year by any newspaper in America.

In Comparison with 1912-

The Daily News broke every month's record in Display Advertising and was the only Chicago newspaper—morning or evening—to show a gain every month in the year.

THE DAILY NEWS

PRINTED GAINED

20,469 columns Display 3,588.79 columns Display

20,469 columns Display
14,820 columns Classified
35,289 Total columns
5,586.79 columns Display
2,476.28 columns Classified
6,065.07 Total columns

In Comparison with Other Chicago Newspapers— The Daily News, in its 6 publishing days per week, gained 2253 more columns of total advertising than all the other Chicago evening newspapers combined and 1328 more columns than all the Chicago morning newspapers—published 7 days a week—combined.

In other words, The Daily News' gain was 59% greater than the combined gain of all the other Chicago evening newspapers and 28% greater than the combined gain of all the Chicago morning newspapers.

In Circulation The Daily News during 1913 broke every month's record of the previous year. Its daily average for the year was 352,395, over 328,496 of which was in Chicago and its immediate suburbs.

Month After Month, Year and Year Out-

The Daily News has a larger circulation in an equal territory—a circulation of higher purchasing power per capita; enjoys a greater influence with its readers; carries more advertising six days a week, and sells its space at a less price per thousand circulation, than any other newspaper in the United States. Therefore—

THE CHICAGO DAILY NEWS

America's Greatest Advertising Medium

JOHN B. WOODWARD, Eastern Advertising Representative, 709-710 TIMES BUILDING, N. Y.

PRINTERS' INK

A yOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. Romer, Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 1 Beacon Street, Boston, Julius Mathews, Manager. D. S. Lawlor, Associate Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. McKinney, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates; Page, \$60; half page, \$30; quarter page, \$15.00; one inch, \$4.90. Further information on request.

JOHN IRVING ROMER, Editor.

NEW YORK, JANUARY 15, 1914

Heavy Cost "Nobody ought to search painof Small fully for small de-Inaccuracies ceits in order to let one man steal another's trade. but I can see no reason in law or in morals for protecting a trade itself built up in flat misrepresentation of fact, whether that arise from the exuberant imagination of an unchecked advertising agent or the deliberate machinations of an unscrupulous trader."

These words, spoken judicially from the bench of a Federal court, might profitably be pasted above the desk of every man who is responsible for an advertising campaign. They form a pretty definite and comprehensive statement of the doctrine of "unclean hands" as it is applied in cases involving unfair competition. Several circumstances combine to make the words quoted of particular significance to advertisers.

In the first place, they were spoken in a case in which there is not the slightest suggestion of wilfully injurious misrepresentation (see page 18 of this issue of PRINTERS' INK). It was perfectly natural, as well as a clever talking

point, to emphasize the dangers arising from the presence of gypsum in table salt, and it was a bit of quite innocuous exaggeration to represent so small a quantity as three-tenths of one per cent as "none at all." Probably the worst charge that can be brought against it is that of inaccuracy. Yet, because of that very inaccuracy, the court refused to restrain a competitor which it characterized as "deliberately attempting to pirate the complainant's trade."

Again, the words are significant because they so clearly indicate that the objectionable quality is "misrepresentation of fact." There is no suggestion that "puffing," or overemphatic statements of opinion, would serve to vitiate a claim for relief. Indeed, the court took particular pains to point out that the statements objected to were not statements of opinion at all, because the complainant "knew" the relative quantities of gypsum contained in various brands of table salt.

Furthermore, the first clause of the sentence quoted is a warning that the courts cannot be made the tools of good-will pirates who, if brought to book, may seek to hide behind the "small deceits" of their opponents. In other words, the fact that a concern's advertising may contain statements of doubtful accuracy is no license to another to trespass outside the do-main of fair trading. It is most emphatically not safe to permit inaccuracies on the part of the copy man, but it is equally unsafe to trust such inaccuracies as a cloak for misdoing.
PRINTERS' INK believes it has

PRINTERS' INK believes it has consistently maintained that nothing will serve the advertiser quite so well as a knowledge of the real facts, and that misstatements are at least as dangerous as they are reprehensible. It is glad to quote Judge Hand in support of its own doctrine.

Advertised The following Goods as Bait comment by Hart, Schaffner & Marx in a letter to Printer's Ink upon conditions recently arising in New York City, touches upon a practice more or less fa-

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"Replying to your inquiry regarding certain advertising which is being done of our goods in New York, we desire to say briefly:

"The practice of trading on our name by retailers is not an uncommon one; even concerns who are accredited dealers in our goods are not wholly free from this mistake. It is a temptation, in having a line with a wide reputation, to make use of the line and the name to attract trade, and then sell something else, either for a better profit, or at an easier, lower price. This isn't fair to us, of course: and in the larger and broader view it isn't fair to the public; and for that reason it works, in the end, an injury to the dealer himself, for anything which affects the welfare of the consumer, affects the welfare of the dealer.

"When a concern which has no recognized relation to us directly as our representing dealer gets a few of our goods, by any means, and advertises our name prominently, for the sole purpose of taking advantage of our name to draw people to other goods, it is naturally exasperating; but it is a difficult situation to meet. Some concerns have been doing this recently, and technically their advertising is not untruthful. They acknowledge the power of our name by displaying it prominently; they admit the popular strength of our line by the things they say about it; but they use it for a 'bait' only.

"This is deceptive advertising but it isn't untruthful; if they have actually in stock two suits of our make it isn't a lie to advertise 'Hart, Schaffner & Marx suits.' It isn't honest, of course; but they are within their rights.

"We published our advertisement, 'Warning to the Public,' as a protest; it didn't prevent the continuance of some misleading advertisements; we didn't expect it to, because when a business concern's moral sense is so dulled as to make possible such advertising as we are talking about, it will take more than a decent protest to stop it.

"We are merely the victims, in cases like this, of our own prominence. Many of the newspapers, with singular blindness, seem willing to accept and publish anything, no matter whether it is misleading to the readers or not. We shall be glad if the time ever comes when misleading and deceptive statements in advertising are made a criminal offense in this country, as they now are in some of the European countries.

"We do not know how to stop such abuses; if you have any light on the subject, we shall be glad to have it turned our way."

It seems to us that any light which is cast upon this subject must come through the so often quoted "enlightenment of public opinion." There is a constantly growing belief in the doctrine that a man is entitled to the undisturbed possession of the good will which he has created at his own expense and by his own effort. That will go far towards remedying the trouble in time, but it will take a good deal of time and much devoted effort to bring it about.

As we see it, there are two distinct factors in the process: edu-cation and experience. The manufacturers' own advertising and that of loyal distributors, is slowly educating the public to a sense of the advantages of an equitable marketing method. Likewise the public is slowly being brought to the same conclusion by the simple and unpoetic fact that it gets "stung" in the majority of instances where it departs from equitable marketing methods. The store which advertises standard goods at cut prices is primarily desirous of selling something else, and the understanding of that fact is becoming more general.

There is every reason to suppose that this process will continue—we have come a long way since the palmy days of caveat emptor. The ultimate solution of the problem lies, as usual, with the ultimate consumer.

And the ultimate consumer has been showing in the past decade his ability to understand and act

upon appeals to his good sense and his fair play.

What Shall A Western advertiser was rethe Programme Be? cently asked why attending the various club dinners of late. "Well," he said, "to put frankly, most of the talks seemed to lack a certain flavor of experience, and moreover are for the most part out of the same mold. One wearies of people dwelling on elementary principles dished out with alluring titles. I can't say that all of the speeches are this way, but there are so many that the few really brass-tack talks don't make it worth my while to go. If you can find some way for getting speakers who know my problems and can talk to me interestingly and helpfully, I'll be Johnny-on-the-spot every meeting."

And here in a nutshell is an issue facing the ad club and every other organization which must depend largely on the speakers to bring out the members. The time is approaching, and rapidly, when the alleged notable's name will no longer attract unless the members are assured of getting some helpful, concrete information from his

talk.

In PRINTERS' INK's opinion the open discussion seems to offer greater possibilities of helpfulness than a set speech. It will at least arouse more interest in the progress of the meeting and send the members home with a few definite ideas which they didn't have when they came. By this method many able men, too modest to get up at the speaker's table, can be drawn into the discussion, and a very gold mine of ideas, gathered in the

day's work, unearthed.
One club in particular has attracted attention because of the interest it is able to arouse through such meetings. We refer to the Advertisers' Club of Milwaukee. This organization, under the presidency of Charles L. Benjamin, has shown the great resources of ma-

terial in the club.

In a letter to an inquiring official of another club, Mr. Benjamin outlined the purpose and scope of the Milwaukee Club's plan. He

The open discussion meeting, is an attempt to stimulate interest in ad club work by making the members of the club active participants in a discussion instead of passive listeners to a speaker.

This year we decided to have fewer outside speakers, but to try and have the few we do get men worth listening to, and to rely more on our own membership for the sixty minutes of talk that

follows our Tuesday luncheon.

Our first open discussion meeting was devoted to "Trade Catalogues." The subject brought out a good crowd, and we were still in the midst of the discussion when the time came to adjourn, so we took up the same subject the following week, and had almost the same mem-

Before the first meeting I secured promises from half a dozen of our older members to be present at this meeting, with copies of their own catalogues, and to be prepared to talk for at least five minutes each. With six men prepared to speak it was an easy matter to get the discussion started and keep it going until some of the others present were drawn into the discussion, which soon became general, and proved to be so interesting that (as I have said above) we had to devote a second meeting to the same subject.

I believe these short, practical talks do more good and bring out a bigger crowd than set speeches, which are too often all foam and no ale.

It seems to me that what we want at advertising club meetings are discussions of every-day problems by men who have been up against them and have found a solution. Very often the man with a good idea is such a poor speaker that it requires a compensation of the properties of the state of

good idea is such a poor speaker that it requires some cross-questioning to get it out of him, but when you do pry it loose it's worth having.

The editors of periodicals devoted to advertising probably know as well as anyone what advertising men want, and if you will notice the way in which an advertising convention is handled in PRINTERS INK, for instance, you will find that not much space is given to the purely academic speeches, while the brass tack talks are reported in full.

To my mind it seems that the weekly meetings of our advertisers' club should be "edited" along the same lines, and the open discussions on practical topics

the open discussions on practical topics are an attempt to make a club meeting at least as valuable as a copy of an ad-vertising journal.

There is food for thought in this letter. Those who have to do with the arrangement of club programmes might well try out the plan, if they have not already. There seems to be no reason why a club should buy with either obligation or money, the time of men in other fields when there is such a wealth of material right at home.

Give the members a chance.

'By it we sold \$500,000 worth of pianos



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ANOTHER NEWSPAPER PAGE TO IMPRESS IDEA OF INTEREST OF FACTORY, STORE AND HOME

We advertised generally in a number of New York newspapers, using in all 30,000 lines during the two months. It proved very successful, indeed, for by it we sold more than \$500,000 worth of pianos in the first months of the new department.

At the end of the first week the advertising had brought in an avalanche of coupon returns, and we had to build our outside sales force up rapidly to thirty or forty men to take care of them. We had ten to twelve on the floor all the time.

In one day last October, for instance, a large department store in New York, O'Neill-Adams, sold \$332,336.40 worth of goods. That is probably the record for American stores. It is probably second only to the world's record of the Bon Marche, of Paris—something over \$500,000 in a single day. Of this O'Neill-Adams total, one department—pianos—sold more than \$80,000 worth of instruments. That is probably a record for piano sales. But the point of interest to national advertisers is that the department

Writes C. Alfred Wagner, President of the Musical Instrument Sales Company in the Dec. 25th issue of PRINT-ERS' INK.

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Read again the heart of the story -breaking into the New York market with keyed-coupon price-subdued newspaper advertising. Note the business done. Think of the possibilities of such a market.

Then let this thought sink in and remain.

The New York World

carried these record-breaking page ads of O'Neill-Adams Company, and has carried its advertising ever since. The wise national advertiser uses the paper that local merchants have tested and found producers.

THOSE who specify paper for any job should post themselves about the famous

Lindenmeyr Lines

They cover every grade and meet every requirement. Being standardized lines manufactured by the foremost mills of the country, they are absolutely reliable.

We maintain a service that is dependable and that satisfies.

Have your name added to our mailing list.

Henry Lindenmeyr & Sons

Paper Warehouses

32-34-36 Bleecker Street 20 Beekman Street NEW YORK

Editorial Policies of Trade Papers

Arthur Brisbane, of the "Journal"; Charles T. Root, President of the United Publishers' Association; David Beecroft, of "The Automobile," and Others Give Their Ideas on Trade Publishing

THE first meeting of The Trade Press Association under the auspices of the new officers was held at the Hardware Club, New York, on Friday evening, January 9. The attendance of 175 was fifteen more than the record for any previous meeting of the New York association.

The programme, although not formally christened "Editors' Night," might have been called so because all of the speakers of the evening were editors. Set speeches were made by Arthur Brisbane, editor of the New York Journal, and E. L. Howland, editor of the grocery department of the New York Journal of Commerce. Five-minute talks were given by Charles T. Root, president of the United Publishers' Corporation; L. P. Alford, editor of American Machinist, and David Beecroft, directing editor of The Automobile. M. C. Robbins, of The Iron Age, presided.

Mr. Brisbane, who made a special trip from Chicago in order to address the trade-paper association, touched on numerous topics during his talk. He explained that his task in editing a paper of large circulation was to make sure that his paper did not interest any particular class which, of course, is the goal precisely opposite to the one for which trade-paper ed-

itors strive.

Mr. Brisbane rehearsed the incidents connected with the first advertisement he ever wrote. He said it was a whole page devoted to the announcement by Macy's that the department store would accept deposits from customers, pay four per cent on the money and allow customers to charge purchases against their deposits in Macy's bank. The returns

from this advertisement, Mr. Brisbane said, were deposits of \$450,000 during the week following the appearance of the copy. He explained the lay-out of the advertisement, which embraced a cartoon running clear across the page and text devoted to the story of "Mr. and Mrs. Hundred Dollars and the Four Little Dollars."

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Mr. Howland, who followed Editor Brisbane, said, among other things, that he thought many business men could well afford to pass up their morning's mail until after they had absorbed the contents of their trade papers. Mr. Howland thought this the answer to those men who claim they do not have time to read their trade papers. He related many experiences connected with his work in the grocery-trade field.

Charles T. Root spoke on "Broadening the Field and Scope of Trade Papers." Mr. Root gave it as his opinion that a trade paper should not be confined exclusively to the trade it represents. He thought that these papers had a great opportunity to influence the masses through appealing to the big men higher up in business.

"The combined circulation of all the trade papers is a million or thereabouts," said Mr. Root, "but, gentlemen, what a million! They are the cream—or, if you prefer another simile, the backbone—of our industrial, commercial and financial structure. If we could secure the unanimous public opinion of the readers of the class and technical journals in favor of any forward movement and thus make sure of their combined circle of influence, that movement would have little to fear from the opposition of politicians or stand-patters."

L. P. Alford, editor of American Machinist, took for his subject "Sticking to Your Text." He said that a recent analysis of the 1913 contents of American Machinist showed that the editorials amounted to 5 per cent of the total text carried. The paper has a department in which readers are privileged to come back at

The commercial and industrial advancement of the

Pacific Coast

has been unparalleled and will be substantially augmented by the opening of the Panama Canal.

There is no more prolific territory in the country for the patron of

Outdoor Advertising

than the

Pacific Northwest

Foster & Kleiser.

Seattle Portland Tacoma Bellingham

TEXAS MAILING LISTS

The forthcoming Texas Gazetteer and Business Directory will be extremely useful to everyone doing business in Texas.

It is the first Texas State Directory since 1896; contains all the information since 1896; contains all the information in any credit reference book—except financial ratings—and many lines of trade not listed therein. Among these are Real Estate Dealers, Lawyers, Physicians, Dentists, Clergymen, Barbers, Fruit Growers, Cattle Ranchers, Sheep Ranchers, Hog Raisers, Etc.

The classified lists arranged by trades and occupations are remarkably complete.

plete.

Advance Subscription Price \$10.00 After Publication Price \$12.00 Will be delivered in Spring 1914 Prospectus on request

R. L. POLK & COMPANY 21 Directory Building, Detroit, Mich. 225a 5th Avenue 980 Rand McNally Bldg. New York Chicago New York

Note:—We supply, at Publishers' price, any Directory published, includ-ing Trade and Foreign Directories, U. S. and Canadian Postal Guides, Etc. Note:-We supply, Publishers'

Speaking Veather

"Phew, it's cold. Let's look a't Smith's ther-

mometer." Smith's thermometer bears the ad of a national advertiser and it sells his goods.

There are a lot of Smiths - most of them without thermometers. They all would use them if they had them.

Why not put your ad on one and send it to them? Let us tell you how the weather can advertise you.

Write today for samples and catalogue.

Taylor Brothers Co.

204 Ames St., Rochester, N. Y.

the editorial department. Alford said that 14 per cent of the discussions which were handled by this department of the paper were stimulated by the editorials. He deduced therefrom that the editorials of the paper were almost three times as effective as any other portion of the text contents when it came to stirring up discussion.

In conclusion Mr. Alford said, "If we stick to our field we can make our editorial pages motors,

not trailers."

David Beecroft's subject was "How to Make Technical Articles Interesting to Untechnical Readers." He thinks that readers of technical journals want the principles and that a writer, in trying to explain a technical machine, for example, should begin by giving an idea of the whole machine; not start in and describe some wheel or other minor part. He said that there were technical books over which he had given long hours of study without unraveling their intent, and that when he told the authors of the books of this difficulty those authors had made knotty subjects clear in a few minutes over a The reason for luncheon-table. this, Mr. Beecroft said, was that if people wrote the way they talked, all would be clear. He said many a writer who was most involved and tangled when writing a "story" or "essay," was clear as a bell when he put his thoughts into a letter. Mr. Beecroft said that illustrations were one great weakness in technical articles. have seen some illustrations," he said, "which were as difficult to fathom as the paragraphs accompanying them."

Before the speaking it was announced that Franklin T. Root. of the Dry Goods Economist, had been elected secretary of the association for 1914. L. J. Montgomery, of The Automobile, the retiring secretary, was presented, with a check for \$225. Mr. Montgomery has been secretary of the association for fourteen

years.

The date for the next meeting is February 13. The meeting will be devoted to the solution of problems concerning advertising solicitation. Other dates for meetings, all of which are scheduled for the Hardware Club, March 13, April 10, May 8, October 9, and November 13,

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Guarantees Their Coffee

Granger & Co., Buffalo, importers of coffee, in advertising the Royal Blend—The Coffee Fit for a King"—make a liberal guarantee. They say, "Buy a pound of Royal Blend Coffee and use it. If you do not like it, return the can and your money will be cheerfully refunded." The copy is headed, "The Most for the Money—The Best at Any Price." All copy is illustrated by a large picture of the can, under which appears this phrase, "Packed in Air-Tight, Light-Proof, Dust-Proof Tin Cans."

Advertising Sapolio Toys

Enoch Morgan's Sons Company, manufacturer of Sapolio, is offering "free toys for children." Upon request this company will mail a Spotless Town cut-out which consists of a Spotless Town background, eight and one-quarter inches long, and nine attractive Town background, eight and one-quarter inches long, and nine attractive Spotless Town characters in colors. The characters are to be cut out so as to stand as placed in front of the town. This offer makes a strong appeal to mothers, because they are always looking for new playthings or attractive things for the play-room.

Harvester Trust's Almanac Appears

The I. H. C. Almanac and Encyclo-pedia for 1914, which is one of the feature publications of the Harvester Trust's service bureau, has just been

issued.

The book, which has ninety-six pages and an attractive off-set cover, treats of subjects ranging from a multitude of subjects ranging from "Alfalfa in the Corn Belt" on through "Holidays, and Feast or Church Days" to "Wood and Lumber."

Car Ads Invite St. Louisans to Go to Church

The St. Louis street car officials donated the space on all their fenders, New Year's Day, for the local Church Federation's advertising campaign. The following was the copy: "Start the New Year Right. Everybody at Church, Sunday, January 4."

Liggett's Work for Charity

The Liggett Drug Stores of Boston advertised recently that prescriptions would be filled for the worthy poor of the city without charge. A note from any reputable physician, saying that the patient was entitled to assistance, was all that was required.

The Chicago Record-Herald has the second largest circulation in the Chicago morning newspaper field-150,000 to 160,000 dail with more than 200,00 daily than 200,000 Sunday, and it is one of the first eight morning newspapers in the United States with a circulation of 150,-000 or more.

A statement of the circulation of The Chicago Record-Herald is printed day by day for the preceding month on the editorial page of every issue.

THE CHICAGO RECORD-HERALD

Eleven Years' **Specialty Experience** Now Available

For over eleven years I have been connected with Yawman & Erbe Mfg. Co. I began in the order dept.; then 2 years correspondent in charge of agencies and dealers; for two years assistant adv. mgr. in charge of follow-up, writing copy for periodicals, catalogs, booklets, house organs; then 6 years manager of System Dept. devising systems, coaching selling force, stereopticon lecturing and writing copy for system booklets; for past year advertising manager directing advertising manager . directing publicity.

This firm is highly organized and my experience on committee work has given me wide knowledge of policies and practices, and now I am ready to move on to something which I believe is larger and better. I am 36 years old. Address Roland Cole, (Personal), Adv. Mgr., Yawman & Erbe Manufacturing Co., Rochester, N. Y.

"Nothing Succeeds Like Success"

The successful advertiser uses successful publications and obtains successful returns.

PHYSICAL CULTURE

had its most successful year in 1913, one of the leanest years in advertising history.

New York Office: 1 Madison Avenue O. J. ELDER, Manager

Chicago Office: People's Gas Building W. J. Macdonald, Manager

The Steadiest Growing Magazine Advertising Section in America

Wanted: a Top Notch Sales Manager

The job is with one of the largest and most successful manufacturers of building construction specialties in the world. The Sales Force are naturally a live-wire organization, and that is the kind of man needed at their head. He must be old enough to have gained broad knowledge, experience and stability; and young enough to have the necessary amount of energy and enthusiasm. In other words, a big man is wanted, but that is the kind of opportunity that is offered. If you think you can fill the bill, it may be worth your while to write to "S. M.," Box 139, Printers' Ink.

Do "Decoy Letters" Violate Postal Rules?

IN the indictment by the federal grand jury at Kansas City, Mo., of P. S. Harris and J. E. Goar, of the Harris-Goar Jewelry Company, will be found a case of deep interest to mail-order houses throughout the country. The Harris-Goar Company sells jewelry by mail, and on the instalment plan, to people of whose trustworthiness it knows little. The indictment of the company arose over a "decoy letter," used to get jewelry back into Kansas City. Whether this decoy letter is a violation of the postal laws is the question involved. The missive is used largely where the purchaser falls behind with his payments for one reason or another. In this case, the patron is requested to return the jewelry at the expense of the Harris-Goar Company. He is allowed to infer assurance that the money he has paid on the purchase will be refunded, though this statement is not made in so many words. When the articles are received by the Kansas City branch of the express company, the jewelers secure them through a replevin. Should the federal court hold that the letters used as a decoy constitute a violation of the postal laws, a telling blow will be struck at the mail-order business, inasmuch as the chances of securing a return of jewelry from delinquent customers will be largely decreased.

One of the letters utilized by the Harris-Goar Company to purchasers who have expressed disastisfaction with a watch runs as follows: "Dear Sir—Your account was referred to me again this morning, and I regret to learn that you seem to be dissatisfied with the goods. I can assure you that it is not the policy of this firm to have unsatisfactory goods in the hands of its customers, and I know that it makes every effort to have every account entirely satisfactory with the customer, because it sells thousands of the same people year in and

year out. This firm is an old one in business and handles only the best brand in all lines of jewelry, and adopted the Elgin watch after years of actual selling of watches for the reason that the Elgin gave its customers the best satisfac-We know that you want a watch that will meet all requirements and felt that we were meeting those requirements when we sent you the watch However, under the you have. circumstances, we feel that we should take up that watch and cancel the account, you will no doubt want to buy more goods of us in the future, and we fully appreciate the value well-satisfied customer. Therefore, if you will kindly take the watch to your nearest express agent, tell him how much you have paid, and have him bill the watch to us at our expense, this whole matter can be fully adjusted in a few days. Your express agent will place your name on the package and send it to us O. D., as directed by you. Yours truly."

A clause in the selling agreement of the company provides that the article involved shall remain in the name of the Harris-Goar Company until the final payment is made. The company advertises widely, using newspapers, car cards, billboards and other

mediums.

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Demonstrations in Trade-Paper Copy

The Lincoln Electric Company, of Cleveland, O., has been running a comincing demonstration of one of its motors in a trade journal. The copy embraces a photograph of a motor running under water.

ning under water.

A part of the text reads:

"We impregnate all our A. C. motor coils with a waterproof compound, and to prove our claim we have been operating a 3½ H. P. motor under water for two years. This motor has now started on its third year of submerged operation, yet the coils are uninjured."

Ilg with Texas Motor Company

W. H. Ilg, formerly sales and advertising manager of the Schacht Motor Car Company, Cincinnati, is now sales and advertising manager of the Wichita Falls Motor Company, of Wichita Falls, Tex.

Our New Year Prayer

That-

we may continue humbly to fill our little place in the Great Scheme of Things.

That-

we fall not into the error of Knowing It All.

That-

 we never lose sight of the futility of promising more than we can perform.

That-

we ever appear to our clients in the friendly light of Helpers Along the Way.

That-

we may deserve the respect of fellow-workers in our own field—commanding respect from even those who like us least.

That-

we may continue to hold Conscientious Endeavor above Immediate Profit.

That-

those who seek our counsel may go away impressed with our Earnestness if not with our Wisdom.

That-

all those we meet in our daily work may move on— Smiling!

That-

1914 may prove in the same measure as 1913 the soundness of the Fee as a basis of remuneration for Advertising Service.

That-

our little Booklet will carry to those who read it an impression of the Sincerity with which it was written.

Zellner-Frank, Inc. Advertising Service

Plans—Literature—Counsel 1123 Broadway New York

The Little Schoolmaster's Classroom

T is one of the so-called cardinal principles of advertising that every ad should show a picture of the goods. At least it used to be a cardinal principle when the Schoolmaster went to school. But here is a piano dealer who has



UNIQUE OUTDOOR AD

gone the principle one better, and shows the goods themselves. He has taken a square piano, erected a sign board behind it, and set it up in a vacant lot with the stool properly placed for a hobo sonata or rhapsody.

Incidentally this serves as an interesting solution of the old problem of what to do with second-hand goods taken in part payment for new. Square pianos are a drug on the market, and dealers are frequently glad to get rid of them for the mere cost of the cartage, to say nothing about a purchase price.

Just what the printer can do to an otherwise perfectly good advertisement is well illustrated by a theatrical announcement appearing in the New York papers. Maude Adams in "The Legend of Leonora" is the subject, but the printer, coming to the end of the line, divided it like this "The Leg-end of Leonora." Doesn't say exactly what the author meant, does it?

The Schoolmaster has often

thought that the little Government postal card was not quite appreciated at its full value by advertisers. Not being much of an advertiser himself, Uncle Sam seldom spends much time figuring out "new uses" for his products.
But now comes O. M. Foye, ad-

vertising manager of the American Soda Fountain Company, Boston, with a follow-up scheme on Government postal cards which seems to have a great many points of advantage. He describes it as

follows:

"I hand you herewith a series of mailing cards which we are sending to those people who express interest in the purchase of a The cards are soda fountain. sent every other day, on the same mail always, and I believe that by the time a prospective customer has had 25 of these cards come to him, day after day, in always the same mail, that he will begin to realize our claim that the American Innovation Soda Fountain is the very best outfit there is.

'You will notice that the layout is different in every case and yet links itself to the reading matter. The type is different in every instance and there are seven colors of ink in the series. Being print-ed on postal cards the price of the stock was saved, the labor of stamping was done away with also, and the recipient must look on the reverse side of the postal card for its message. He would not pass it by as he would a post-card."

It may be true, but if nobody believe it, it isn't very likely to be a good advertisement., There is room for argument, of course, but it looks that way from this side of the fence. One of the dealers' electros which the General Electric Company furnishes for Edison Mazda Lamps carries this astonishing statement: "The annals of crime bear no record of a wired house ever having been burglarized." Of course the Schoolmaster has no evidence to the contrary, but it surely does sound like a pretty strong statement. Even if it is the literal truth, it seems a stronger advertisement to say that "Burglars much prefer the house which is not wired."

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Speaking of signs—also of evolution, economy, and certain other things—a general storekeeper in a suburb of Columbus, Ohio, seems to deserve the medal. Until quite recently, his store front was decorated with the sign:

> FISH FOR SALE

With the coming of the automobile, however, the merchant wandered into new fields. He did not want to sacrifice his old sign, and was equally unwilling to buy a new board. So his sign now reads like this:

FISH FOR SALE I N

Financial advertising has surely seen great improvement in these latter years. It has not been long since the conventional card or the stilted announcement was the only thing the banker or the broker was willing to have published. The mere suggestion of strong human-interest copy would give these conservative gentlemen goose-flesh, unless they happened to be sharpers. The financial men who had real offerings to offer left the field of pointed advertising largely to shady mining propositions and dubious industrial promotions.

Now, however, even among the

THE DENVER PUBLISHING COMPANY

Announces that on and after this date

THE ROCKY MOUNTAIN NEWS

(MORNING AND SUNDAY)

and

THE DENVER TIMES

(EVENING)

Will be represented in the Foreign Advertising Field by

VERREE & CONKLIN, INC.

Brunswick Bldg., New York

Steger Bldg., Chicago

January 1, 1914.

Greetings of the Season The Uhlwankee Journal

FOREIGN ADVERTISING REPRESENTATIVES

Mara & Ormsbee

BRUNSWICK BUILDING, NEW YORK TRIBUNE BUILDING, CHICAGO Net paid daily circulation, 78,405. (Audit by N. W. Ayer & Son for 9 mo. ended November 30th.)

No. 17

1913

THE BANNER YEAR Circulation

Daily average for year 13,123

Advertising 5,934,908 lines

of paid advertising carried

Member A. N. P. A. Bureau of Advertising
and Gilt Edge List

Elizabeth Daily Journal

Population 80,000 F. R. NORTHRUP, Special Representative 225 Fifth Ave., N. Y. Advertising Bldg., Chicago, Ill.

The German Weekly of National Circulation

Lincoln Freie Presse

LINCOLN, NEB. Circulation 125,667. Rate 35c.

PRINTERS' INK readers are urged to order their 1914 Bound Volumes now (set of four complete, \$8 postpaid), as the growing demand has always exceeded the supply in past years. All 1913 sets sold.



THE COUNTRY'S FOREMOST MEDICAL JOURNALS"

MELDRAL SUPERIOR Medicine, Chicago, Ill. am Journal of Surgery Rev York Late Hedical Journal State Hedical Journal St. Louis, Mo. 1 Council Philadelphia, Pa. pestile Gasette Detroit, Hish.

ASSOCIATED MED. PURLISHERS

8. D. CLOUGH, Sec'y, Ravenswood Sta, Chicago, III.

A. D. McTiger, Eastern Representative,
336 Fifth Avonue, New York.

small advertisements there are some examples of interest-creating copy as strong as you could wish for. The other day the Schoolmaster ran across a particularly fine example, bringing out in the headline the thought that you could get a first-class railroad stock, a share in one of the best-known industrials and an industrial bond for \$250, the investment netting about eight per cent.

The following is another example of what interest and conviction definite details will put into

copy.

COPY.

WOULDN'T YOU CONSIDER THIS A GOOD INVESTMENT?
Our First Farm Mortgage No. 3966
—\$3,000—6%. Due Oct. 1, 1917.
Secured by 200 acres in Pierce Co.,
N. D., within 7 miles of first-class market and in a well settled section. Every acre tillable—180 acres under plow. Good buildings worth \$1,500 and covered by msurance. The land alone is worth \$6,000. Borrower is a Scandinavian, a thoroughly reliable and trustworthy fellow.

A fair sample of our First Farm Mortgages. Let us send you descriptive pamphlet "S" and list of offerings.

Grand Forks, N. D.
Capital and Surplus over \$350,000

During the holiday season there was another interesting instance of the superior value of definite details in advertising copy. Charity appeals written up in a general way are likely to be passed over. But the New York Times wrote up the "hundred neediest cases in New York," giving concise but graphic details of the situation in each case. This introduced a human interest into the appeal; there was a picture of the helpless family or the deserving individual; and the result was a quick and generous response. Many checks came marked "For Case —," showing that the details had been carefully

In no field has the value of definite details and of the human interest side of products been demonstrated more forcibly than in technical-paper advertising. An almost revolutionary change has taken place. It has not been many years since the manufacturer of the drill, the rock crusher, blasting powder and the like thought there was nothing that he could advertise save the bare fact that his concern was a manufacturer of such-and-such a product and "was established in 1876." Sometimes he dared to add "Correspondence solicited," but this was almost a work of supererogation, for nothing was expected from the advertising. The overdisplayed card was put in as a sort of duty or because the manufacturer was bulldozed into spending something for advertising. Competitors "went along" with the publisher and he had to, too.

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Now, however, though there are back numbers a-plenty among manufacturers of technical products, there seems to be a general realization that a great deal of human interest, in word and picture, can be put into the advertising of a steam shovel, a rock drill or a concrete mixer. great operations into which these mighty tools enter are "played up." A big group of advertisers have caught the idea that "busi-ness news" can be made nearly if not quite as interesting as the stuff that goes into the so-called "reading pages."

Keep your eye on the advertising of farm products as an-other field of interesting "defi-nite details" copy. The live exploiter of farm products does not think of himself as an advertiser but as a marketer, and instead of trying to be humorous, smart or sensational, or to cover the wide world in one piece of copy, as the small-town merchant is wont to do, he does the simple thing of earnestly describing his wares. And the man who is full of enthusiastic information about his product and can get away from himself far enough to see the view-point of the people he is trying to do business with does not need much else to make him an effective advertiser.

William H. Neil, who had been connected with the St. Paul Dispatch for about ten years, and with the St. Paul Daily News for the past year, became advertising manager of the latter publication on January 1.

When You Buy Paper How Do You Know That You are Getting Your Money's Worth?

Unless you use an Ashcroft Paper Tester, there is a wide margin for variation between what you need and what you buy, between what you order and what you pay for—a margin so large that stated in dollars and cents it means a greater sum each year than you would care to lose. We know that this is true of your business because it was true of other enterprises before their managers adopted the use of the

The ASHCROFT Paper Tester



the instrument which enables you to determine just what strength every paper possesses; enables you to order in terms that will admit of no misinterpretation or quibble and when the paper comes will show any employee, at a glance, whether or not you have received what you ordered.

Look over your paper bills for a year and see if a saving of from 10 to 25% would be worth your while.

Write for our special specification forms and other money saving information on paper buying.

The Ashcroft Mfg. Co. 119 West 40th St., New York, N. Y.

Bound Volumes of Printers' Ink 1914

Four quarters complete \$8 postpaid

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost twenty-five cents an agate line for each insertion. Six words to line. No order for one time insertion accepted for less than one dollar and twenty-five cents. Cash must accompany order. Forms close Monday.

ADVERTISING AGENTS

A LBERT FRANK & CO., 26 Beaver St., N. Y.
General Advertising Agenta. Established
1872. Special facilities for placing advertisements by telegraph to all parts of the United
States and by cable to all foreign countries.

Newspaper Classified

Carefully placed at publishers' lowest rates. Proof of insertion guaranteed or your money back. Write for select lists or send your list and ad for quotation. Agencies not handling Classified should write for our proposition. Bulletin "Advantageous Advertising" free on request.

Classified Dept.

THE ARKENBERG-MACHEN CO. 233-5 Nasby Building Toledo, Ohio

We are

"SPECIALIZING"

on Latin-American Advertising after 12
years among them.

The Beers Advertising Agency

(of Havana, Cuba)

New York Office, 1111 Flatiron Building Tel. Gram. 5568

Latin-American Offices
No. 37 Cuba St., Altos Havana, Cuba

ADVERTISING MEDIA

German National Weekly

St. Joseph's Blatt

MT. ANGEL, ORE. Circulation 27,865. Flat rate 30c. Established 1888 THE TEXTILE MANUFACTURES, Charlotte, N.C., covers the South thoroughly, and reaches the buyers of machinery and supplies.



Age, Prestige and Circulation are work paying for in an advertising medium. You all three when you advertise in THE BLAUX DIAMOND, for twenty-five years the coaltrade's leading journal. 29 Broadway, New York; Mashattan Building, Chicago.

BUSINESS OPPORTUNITIES

Wanted: An Associate

Having just started an advertising agency on Fifth Avenue, with several good accounts, ten years' experience and sound financial backing, I as looking for a young man with a clear record, energetic, having ability and reliability plus.

He must be either at present in charge of the advertising of an Al firm or be experienced in the practical handling of advertising accounts with an agency from the solicitation of an account to the planning and carrying out of the campaign. For such a man I have an arrangement to suggest that cannot but be mutually profitable.

If you feel that you are this man write at once, giving full particulars, but, if you are not qualified in the above particulars, do not take my time and yours. All communications will be strictly confidential. Address, Box W-483, care of Printers' Ink.

COPY WRITERS

LETTERS, booklets, etc., that bring results—that's the kind we write. Forceful, effective work. Low Rates. Send requirements. AWIDDER, 151 Broadway, Brooklyn, N. V.

POR SALE

A WELL ESTABLISHED MONTHLY magazine published in Omaha, Nebr. No printing outfit. Best magazine of its kind in the state. Write for particulars and sample copy. FRANK PILGER, Proprietor, Pierce, Nebr.

HELP WANTED

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R, Charghly, and pplies.

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AD.

A RECOGNIZED advertising agent doing 8100,000 business will consolidate with solicitor controlling accounts or consider proposition from other agency. Answers confidential. Address, Box W-449, care Printers' Ink.

EXPERIENCED MAN WANTED to take charge of the Subscription Department of technical journals. Splendid opportunity for the right man. SUBMAN, Box 465-W, care of Printers' 101.

WANTED—Bright young man, first as assistant, later as advertising manager of chain of retail stores. Excellent opportunity for right nan. Address, giving plenty of details, including salary and samples if possible, NEW YORK, Box 667-W, care of Printers' Ink.

WANTED—Large manufacturing plant located in Central Massachusetts is desirous of securing the services of a capable man to manage their printing and paper box departments. Must be up to date and able to handle trade paper and advertisements, together with the factory printing. State experience fully and salary expected. Box 463-W, care Printers' Ink.

Stenographer-Secretary

wanted by Advertising Manager of high-grade magazine, New York City, Must have experience. \$16, Box 461-W, care of Printers' Ink.

We want a Young Man to act as Assistant Advertising Manager

of a large manufacturing concern. He must be able to write good, business-getting letters and devise good follow-ups. Give full particulars in first letter, which will be kept strictly confidential. Box W-462, care of Printers' Ink.

WANTED—A young man with several years' experience, capable of taking charge of the alvertising and sales promotion department of a wholesale manufacturing firm, one who can write good copy for trade papers, who knows something about catalog building, who has some originality in bringing out new ideas for sales promotion. An excellent opportunity for the right man to develop with a growing farm. State experience and salary expected, giving reference. Location, St. Louis, Mo. Address Box W-466, care of Printers' Ink.

Advertisement Writer

wanted by a reputable Advertising Agency in Canada—a good advertisement writer—must be capable of suggesting illustrations, writing copy, follow-up matter and all matter pertaining to an up-to-date advertising campaign. Please give particulars of experience and state age and approximate salary required. Correspondence statisty confidential. Address, WRITER, Box 466-W, care of Printers' Ink, New York City.

Wanted, Layout Man

Wanted, Layout Iviani
or head job compositor—one who is a skilled
specialist in the making of booklets, brochures,
catalogues, and other high-grade advertising
literature. Type expert with creative ideas in
the execution of modern tasty typography. Prefer a man with intimate technical knowledge of
printing design, and illustration as applied to
all forms of high-grade publicity material, combining originality of idea with capability of execution. Good, permanent connection for reliable,
sensible man of ability. State fully past experience, connections, etc., and salary expected,
Address, PRINTING ART, P. O. Box 308,
Cincinnati, Ohio.

MISCELLANEOUS

Advertising Chewing Gum

Makes fetching little ad—novel—your ad on every stick. Gun the finest, guaranteed under Eur Foot get with the manufacture all flavors. The state of the state of

MANUFACTURERS looking for high grade advertising men and advertising men in search of better positions, will find in the classified department of PRINTERS' INK a certain means of getting in touch with "live" prospects. Advertisements in this department cost 25c per line, figuring 6 words to a line and 14 lines to the inch. No smaller copy than five lines, costing \$1.25, accepted for a one-time insertion. PRINTERS' INK FUBLISHING CO., 12 W. 31st St., New York City.

OFFICES FOR RENT

A Rental Opportunity

One or two high grade Advertising Agencies or Publishers, or others in kindred pursuit, can obtain beautiful offices adjoining The Search-Light Library, with access to that institution's wonderful collection of classified pictures and clippings. Millions of them covering all subjects. About 2000 square feet; can be divided if desired. Apply at The Library, 450 Fourth Avenue, New York.

OUTDOOR ADVERTISING



Independent Outdoor Painted Display Service, all railroads; Interurban and Automobile lines entering Chicago since 1900. BALL BROS., 25 N. Dearborn St., Chicago, Ill.

POSITIONS WANTED

A DVERTISING manager, 8 years' experience, desires new connection. Now sales manager manufacturing concern. Only high class propositions considered, either agency or industrial. Box U-414, care of Printers' Ink.

ASS'T TO ADV, MANAGER

One year's experience with agency. Helped write copy for national accounts. Compensation secondary to desirable connection. Box 457-W, care of Printers' Ink.

Immediate call from advertiser, publisher, or agency, for an assistant, will keep a good advertising brain in the business; otherwise it's chicken raising. **S. O. S.," Box W-458, care of Printers' Ink.

FIRST-CLASS YOUNG WOMAN SECRETARY-STENOGRAPHER

Seeks connection with first-class business house. I years' experience publishing and advertising. Best references. Box 452-W, care Printers' Ink.

A PUBLISHER WHO HAS NEVER made a change that was not successful, desires connection with daily with possible view of purchasing. New ideas and plans backed up by Hearst experience. F. M. WELCH, New Richmond, Wis.

ABSISTANT TO ADVERTISING WARMAGEP. An efficient and conscientious worker, age 28, who knows stenography. Can write copy and is also a good letter writer. Wants a position as assistant to an advertising manager. Box W-461, care of Printers' Ink.

E NERGETIC young man seeks foothold in business department of publishing concern, Knows circulation game and can bring in business by mail. Knowledge of stenography, ravid typist, student of advertising at N. Y. University. Box 464-W, care of Printers' Ink.

A BLE, ACTIVE, SYSTEMATIC young man (21); nine years' adv. departments leading trade weeklies; experienced in business and publication detail; copy service, make-up, printing, sales methods. Want position trade weekly, newspaper, magazine, manufacturer, assistant to progressive executive. Now employed. Highest references. A. B., Box 456-W, Printers' Ink.

MAKE A BID FOR THIS LOT

23 years old; can write copy, understands layouts, type, engraving and stenography; I. C. S. advertising student, best references, excellent character, hard worker, ambitious, versatile, original: all these qualifications in one package labeled Advertising Assistant. Can you use it? Box V-422, care of Printers' Ink.

Are you a large buyer of Printing?

An energetic executive that can save money for you, with 16 years' printing house experience, both buying and selling, who can estimate coats and withal is a good correspondent, would consider \$3000 with future. Would make ideal assistant for big man. High credentials. TACT, BOX W-417, care of Printers' Ink.

EXPERIENCED adv. manager, sales promoter, copy writer, trained newspaper man and adv. agency man, now in Chicago, wants position in New York City or Boston territory. Know publications' pulling value, sales methods, types, rates, how to produce effective sales plans and copy. Know market locations and how to reach them. Can establish parcel post department that will pay. Many years' executive experience at your command. Will accept moderate salary first year. Box 448-W, care Printers' Ink.

Classified Advertising Manager

12 years' experience. Made net increase us to 30 per cent. monthly, past two years on daily in 200.000 held, against keenest competition in America. Less than 12 per cent. expense fee entire department, including checkine, billing, collecting, etc. Have original plans for bulking up permanent, prontable Want Ad patronag-Will accept fixed salary, but prefer arrangements paying according to increase resulting from my work. Address Box W-60, Printers Inc.

Have You Got It?

There is a bigger job somewhere—as sales or advertising manager, editor, at director—in which I can earn many times my salary, \$60. I have the eduction and the experience necessary to produce results, which my present connection and references will prove. But W-445, care of Printers' Ink.

Of Interest to Publishers

Eastern Manager of large National Weekly desires to make a change. Five years with pressure publisher, who will wouch for me. Best of resons for change. We have the sound for some services of the sound of the soun

Assistant Sales Manager Wanted

One of our clients has asked us to please find and recommend an assistant sales manager his an experienced executive in putting advertising plans decided upon into successful operation. Salary \$3000 up, depending upon the man. Apply in writing only stating experience, salary, sit. Personal interviews not granted except by appointment after qualifications stated by letter have been considered. The position is god with possibilities.

M. Gould Company

Advertising Agency New York

PRESS CLIPPINGS

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject is which you may be interested. Most reliable Bureau. Write for circular and terms.

PUBLISHING BUSINESS OPPORTUNITIES

IN order to effect a quick sale owner will sell his special financial monthly for \$10,000 Gross business averages over \$20,000 for five years with corresponding profts. Should be published in Middle West or West. HARRI-

ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on tile and will be shown to any advertiser. for one year.

ALABAMA

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mingham, Ledger, dy. Average for 1912, best advertising medium in Alabama.

Phoenix, Gazette. Government statement Oct. 1, 1913, 6,963; gross 6,387.

CALIFORNIA

Los Angeles, Tribune. D'y & S'y av. '12, 59,261. Largest morning circulation in Los Angeles.

CONNECTICUT

Bew Haven, Evensing Register, daily, Aver. for 1912 (1907) 19,185 daily, 2c.; Sunday, 15,478, 5c. Hew Tondon, Day. Eve. Ave. cir., Sept., 1913, 5,888, Double number of all other local papers. Waterbury, Refueldican. Rxamined by A. A. Aregulativ. 1912, Daily, 8,189; Sunday, 7,978.

DISTRICT OF COLUMBIA

Washington, Star, Evening and Sunday. Average daily, 1912, 63,806 (@@). Carrier delivery.

ILLINOIS

solles, Herald, evening and Sunday morning. Aver. year ending Dec. 31, 1912, 9,289.

Paoria, Evening Star Circulation for 1912,
Daily, 21,691; Sunday, 10,449.



Chicage Examener, average 1911, Sunday 521,417, Daily 225,467, net paid. The Daily Examener's wonderful growth Examsser's wonderful growth in circulation and advertising forced all the three other Chicago morning papers to cut their price to one cent. Circulation books open to all.

The Sunday Examiner

SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness

of the absolute correctness of the above circulation rating accorded the Chicago. Reaminer is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

South Bend, Tribune. Sworn average Nov. 1913, 13,657. Best in Northern Indiana.

IOWA

Burlington, Hawk-Bye, Average 1912, daily, \$.755; Sunday, 10.854. "All paid in newance." Des Moinse, Register and Leader Tribone, daily average Dec. '13, 60.000; Sunday, 48.000. lowa's Supreme Want Ad Medium. Send for town by town and zone circulation booklet.

Washington, Zew. Yournal. Only daily in Country. 1.975 subscribers. All good people.

Waterloo, Rowsing Courier, 56th year; Av. dy. 1913, 8.711. Waterloo pop., 29,000.

RENTHCKY

Louisville, Courier-Journal. Average 1912, daily, 28,066; Sunday, 49,151. Louisville, The Times, evening daily, average for 1912 net paid 49,632

LOUISIANA

New Orleans, Item, 6 mos. sworn st'ment U. S. P.O. d'y & Sun., Apr. 1 to Sept. 31, net cir. 68,901.

Augusta, Kennebec Journal, daily average 1912, 10,008. Largest and best cir. in Cent. Me. Bangor, Commercial. Average for 1912, daily 10,692

Portland, Buensug Express. Net average for 1012, daily 19,026. Sunday Telegram, 13,230.

MARYLAND

Baltimore, News, daily. News Publishing Company. Average 1912—Sunday, 58,598; daily, 80,685. For Dec., 1913, 15,686 dy; 59,697 Sun. The absolute correctness of the

latest circulation rating accorded the News is guaranteed by the Printers' Ink Publishing Com-pany who will pay one hun-dred dollars to the first person successfully controverts its accuracy

MASSACHUSETTS



Daily (2 cents a copy) 1912, 190,149.

Sunday 1912, 322.915.

Advertising Totals: 1912, 8,642,811 lines

Gain, 1911, 266,450 lines

1,724,621 lines more than any other Boston

paper published.
Advertisements go in morning and afternoon

editions for one price.

GUAR

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1912, to December 31, 1912.



Boston, Brewing Transcript (@@). Boston's tea table paper. Largest amount of week day ad. Boston, Daily Post. 1913 yearly circulation averages of The Boston Post: Daily Post, 419,789,

ages of Ind Double Poli: Daily Pols, 418,189, Sunday Pols, 333,641. Lynn, Evening Item. Daily sworn av. 1910, 18,962; 1911, 18,987; 1912, 18,383. Two cents. Lynn's family paper. Covers field thoroughly. 8alem, Buening News. Actual daily average for 1912, 19,198.

Worcester, Gasette, evening. Av. Jan. to Dec., '12, 29,387. The "Home" paper. Larg'st ev'g circ.

MICHIGAN

Detroit, Michigan Farmer. Michigan's only farm weekly. Average circulation 1912, \$3,463

MINNESOTA



The absolute accuracy of Farm, Stoce & Home's circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Montana, Western Wisconsin Northern Iowa. Use it to r this section most profitably. Use it to reach

Minneapolis. Farm, Stock and Home, semi-onthly. Actual average for year ending Dec. monthly. 31, 1012, 105,250.



Minneapolis. Tribune, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily, Average net paid circulation for 1912, daily Tribune, 100,134; Sunday Tribune, 142,981.

MISSAURT

St. Louis. National Farmer and Stock Grower, Mo. Actual average for 1912, 123,483

NEW JERSEY

Gamden, Daily Courier. Daily average Oct.

1st, 1912, to Mar. 31, 1913, 19,935.

Camden, Post-Telegram. 19,900 daily average

1912. Camden's oldest daily.

Trenton, Times. Only evening and Sunday.

'10, 19,335, '11, 30,115 '12-31,988.

Albany, Buening Journal. Daily average for

Total 15.186. It's the leading paper.

Buffalo. Course, morn. Ave., 1912, Sunday,
95,952; daily, 96.496; Sequirer, evening, 37,182.

Buffalo, Evening News.

Daily average, ten
months, 1913, 108, 218.

Gloversville and Johnstown, H. T. The Morn-ing Herald. Daily average for 1912, 8,739.
Schenectady, Gaiette, daily. A. N. Liecty. Actual Average for 1912, 28,010. Benjamin & Kentnor, 225 Fifth Ave., New York; Peoples' Kentnor, 225 Fifth Ave., New 1012, Sept. Gas Building, Chicago.
Utica. National Bietrical Contractor, mo.

OHIO

Cleveland, Plais Dealer. Est. 1841. Actual average for 1012: Daily, 106,484; Sun., 134,286. For Dec., 1913, 113,881 daily; Sunday, 147,378. Tenngstown, Vinaicator. D'y av., '12, 16,971. LaCoste & Maxwell, N. Y. & Chicago.

PENNSYLVANIA



TEED

Erie, Times, daily. Av. cir. 1st 6 mos. 1913, 22,585; 22,340 av., Dec., 1913. A larger guaranteed paid circulation than

all other Erie papers combined. E.
Katz, Special Agt., N. Y.
Philadelphia. The Press (@@) is
Philadelphia's Great Home News-Besides the Guarantee paper. Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for

Sworn avera any newspaper. circulation of the daily I the Sunday Press, 178,858. Press for 1912, 87,223;

Washington, Reporter and Observer, circulation average tota, 13,060.



West Chester. Local New, daily, W. H. Hodgson. Aver.for 1912, 15,185. In its 41st year, independent. Has Chester Co, and vicinity for its field. Devotes to home news, hence is a home Chester County is second paper.

in the State in agricultural wealth. Wilkes-Barre, Times-Leader, eve. net, swora, average 1st 6 mos. 1913, 19,126.
York, Dispatch and Daily. Average for 1912.
18,658. Covers its territory.

RHODE ISLAND

Pawtucket, Evening Times. Average circuis. tion for 1913, 21,628 - sworn.

Providence, Daily Journal. Average for 1912, 24,463 (@@). Sunday, 34,711 (@@). Evening Bulletin, 52,847 aver-(00). E age 1912. Dasi

Westerly, Dasly Sun, George H. Utter, pub. Circulates in Conu., and R. l. Cir., 1912. 8.448.

SOUTH CAROLINA Charleston, Evening Post. Evening. Actual

daily average 1912, 8,599.



Columbia, State. Actual average for twelve months ending Dec. 31, 1912, daily 19,149; Sunday, 18,825. March, 1913, average, daily, 20,450; Sunday, 20.180.

VERMONT

Barre, Times, daily. Only paper in city. Av 1912, 6,083. Examined by A.A.A. Burlington, Free Press. Examined by A.A.A.

Largest city and state. 9.418 net.

VIRGINIA Danville, The Bee (eve.) Aver. Nov., 1913, 5,670. Dec., 1913, aver., 5,704.



WASHINGTON Beattle, Ine Seattle Times (06) is the metropolitan daily of Sea

ns the metropolitan daily of Seattle pand the Pacific Northwest. It combines with its 1912 cir. of 66,152 daily, 36,644 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive s to the advertiser. The Times in 1911 beat its nearest competitor by over two million lines in

advertising carried.

Tacoma, Ledger. Average year 1912, daily and Sunday, 21.347.
Tacoma, News. Average for year 1912, 20.598.

WISCONSIN

Fond Du Lac, Dasly Commonwealth. Average year ending Dec. 31, 1912, 4,063. Established over 40 vears ago.

Janesville, Gasette. Daily average, Dec., 1913, daily 6,640; semi-weekly, 1,439.

Bacine (Wis.) Journal-News. June, 1913,

Average circulation, 7,081.

ONTARIO, CAN.

Port William, farthest West city in Ontario. Times Journal, daily average, 1912, 4.132. SASKATCHEWAN, CANADA

Regina, The Leader. Average, 1st 3 mos. 13,

Want-Ad Mediums

CONNECTICUT

NEW Haven Register. Leading want ad medium of State. Rate 1c, a word. Av. 12, 19,193.

DISTRICT OF COLUMBIA

THE Brening and Sunday Star, Washington, D. C. (60), carries double the number of Paid Want Ads of any other paper. 1c. a word.

ILLINOIS.

LIMBURE

NEARLY everybody who reads the English language in, around or about Chicago, reads The Daily News," says the Post-offer Review, and that's why The Daily News is Chicago's "want ad" directory.

THE Chicago Examiner with over half a mil-lion Sunday cir. and over 240,000 daily ce. brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

MATRE

THE Spening Express and Sunday Telegram Carry more Want Ads than all other Portland papers combined

MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognised Want Ad Medium of Baltimore.

MASSACHUSETTS



THE Boston Globe, daily and Sunday, for the year 1911 printed a total of 498,600 paid want ads; a gain of 18,723 over 1910, and 340,856 more than were printed by any other Boston



MINNESOTA



THE Minneapolis 7 ribene, Daily and Sunday, is the lead-ing want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper in the Twin Cities.

newspaper in the Twin Cities.
Printed in 1921 110,179 more inthan its nearest competitor. Rates: I Cent a
word, cash with the order; or 10 Cents a line,
where charged. All advertising in the daily
appears in both the morning and evening editions for the one charge. tions for the one charge.

NEW YORK

THE Albany Evening Journal, Eastern N. V.'s best paper for Wants and Classified Ads.

THE Buffalo Evening News is the best classified advertising medium in New York State outside of N.Y. City. Write for Classified Rates, sworn circulation statement, and rate card.

OHIO

THE Youngstown Vindicator—Leading Want Medium. 1c. per word. Largest circulation.

PENNSYLVANIA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAR

THE Salt Lake Tribung-Get results-Want Ad Medium for Utah, Idaho and Nevada.

Gold Mark Papers (

ALABAMA

The Mobile Register (@@). Established 1821. Richest section in the prosperous South

DISTRICT OF COLUMBIA

The Evening and Sunday Star. Dy. av. 1912, Delivered to nearly every home. 68,804 (@@).

ILLINOIS.

Bakers' Helper (GG), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. The Inland Printer, Chicago (GG). Actual average circulation for 1912-13, 17, 266.

MASSACHUSETTS

Boston, American Wool and Cotton Resorter. Recognized organ of the cotton and woolen industries of America (36).

Boston Buening Transcript (), established 1800. The only gold mark daily in Boston.

Worcester L'Opinion Publique (GG). Only French daily among 75,000 French population.

The Minneapolis Journal (©6). Only Gold Mark Paper in Minneapolis. The cleanest metropolitan advertising in America. Carries more advertising than any paper in th. Northwest.

NEW YORK

Brooklyn Bagie (66) is THE advertising ium of Brookiyn.

Dry Goods Economist (66), the recognized authority of the Dry Goods and Department

Hardwars Dealers' Magazine (60). Specimen copy mailed on request. 253 Broadway, N. Y

New York Herald (06). Whoever mentions America's leading newspapers mentions the New York Herald first.

Scientific American () has the largest cir-New York Tribune (00), daily and Sunday. Daily, now one cent-the best for the least.

Metropolitan District, THE NEW YORK TIMES (66) has a net paid daily sale MORE THAN FOUR TIMES the next highclass morning newspaper; MORE THAN SIX TIMES the third or fourth high-class morning newspaper, and more than DOUBLE the three COMBINED.

PENNSYLVANIA

The Press (1 is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. 1912, sworn net average, Daily, 87,223. Sunday, 178,858

THE PITTSBURG (00) DISPATCH (00)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburg field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation i Greater Pittsburg.

RHODE ISLAND

Providence Yournal (), only morning paper among 600,000 people. "The R. I. Bible."

TENNERSEE

The Memphis Commercial-Appeal (00) is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial-Appeal passes both quality and quantity tests. Daily, over 56,000; Sunday, over 87,000; weekly, over 96,000.

WASHINGTON The Seattle Times (66) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The Milwaukee Evening Wisconsin (), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

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A Suggestion

YOU are no doubt working hard and faithfully on that catalogue for the Spring and Summer trade.

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You appreciate good printing; so do your patrons. Have you given a thought to the printing of that catalogue?

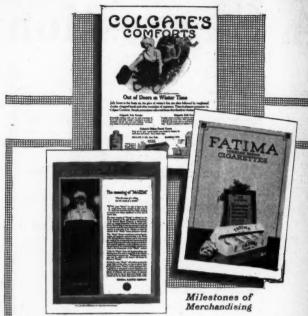
A little thought on the matter now, before the rush is on, is more likely to fit your catalogue to your purpose.

Drop us a line or call us up and let us talk it over. The days and weeks pass rapidly. DO IT NOW.

We have the plant, the men and the ideas
We give the service and the quality
We help you in every way

Charles Francis Press

30-32 West 13th Street, New York



NO one was ever pestered by Frank Seaman solicitation.

Only a trifling part of our executives' time is spent in business-getting effort. Only a trifling part of the commission we receive is spent in going after new accounts.

Our time, money and attention are devoted to giving more service—better service. Our growth comes from the increasing importance of the accounts we have, coupled with the occasional acquisition of new clients who like to have time and money spent on them.

If you like this kind of agency, remember it has one limitation. You probably will have to come to us, in place of waiting for us to solicit you.

FRANK SEAMAN INCORPORATED

Advertisers' Agents

116-120 WEST 32nd STREET, NEW YORK